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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

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USSR REPORT

CONSUMER GOODS AND DOMESTIC TRADE

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

MINISTER ON SUPPLY, DISTRIBUTION OF GOODS IN FAR NORTH

Moscow SOVETSKAYA TORGOVLYA in Russian 6 Mar 84 p 3

[Article by Yu. Gotovtsev, minister of trade, Yakut ASSR: "The Northern Factor"]

[Text] The active development of the natural resources of Yakutia and the construction of the BAM [Baykal-Amur Main Line] which joins the south of the republic with Bolshaya Zemlya, has radically changed the pace of life in our kray, as well as its appearance. Of course, there have also been changes in trade. Many modern stores and warehouses have been built in the new rayons of Yakutsk, Neryungr, Mirny, Lensk, and in other cities and settlements in Yakutia. Progressive trade technology is used at these enterprises. Their workers now work under conditions which meet the requirements of the present day. This change is particularly important for us.

It is not easy for our sales clerks, cashiers and cargo handlers to work. The severe cold polar climate, the long polar night, as well as the peculiarities of supplying our republic create additional hardships for them. We receive our entire supply of goods for the whole year at once, during the navigation time, and at the same time we ship cargo to its destination in the depth of the republic. In the summertime the receipt and shipment of cargo with multiple handling points goes on almost round-the-clock. Practically all our workers participate in these cargo handling operations, including the sales clerks.

In Yakutia, we might say that the common difficulties of trade workers are multiplied by the northern factor. This is why it is so important for us to neutralize them, to compensate for the lack of heat and light in nature by humane attention to people, to create for them the necessary conditions for successful work.

Most of our economic management directors understand very well how necessary this is, and do much to facilitate the labor of their collectives.

Both the buyers and the workers are comfortable in the recently built Yakutsk department store. Here it is warm, and the triple tambours and heat curtain do not let cold air from the street into the commercial hall. The store has all the necessary sanitary and domestic accommodations. Three elevators and cargo carts facilitate commodity transport operations. However, Director A. B. Khrostovskaya is trying to improve even these modern labor conditions. The

lounges are equipped with comfortable furniture, there are hotplates for preparing food, as well as dishes. Soon, by order of the director, the store will be equipped with a monorail with telfer which will solve the most acute problem of horizontal transport of cargo.

The collectives of the stores "Yubileyny", "Yakutskiy promysly", "Tuyaara", department store No 27, "Manchara" and others also work in comfort. Here, also at the initiative of the administration and professional union committees, feeding of workers is organized, rooms are provided where they can eat and rest, and manual operations are facilitated.

Many of these changes in the production conditions at enterprises were provided by the five-year comprehensive plan for improving labor conditions, safety technology and sanitary-health measures. This program is the main reference point in the work on labor protection conducted by the republic's Ministry of Trade and the professional union obkom [oblast committee].

In the past three years of the five-year period, the material-technical base for trade has increased significantly in accordance with this plan. Aside from 16 stores, 26 new warehouses and 12 major storehouses have been built. Labor conditions for 820 trade workers have been improved.

Work on the mechanization of labor consumptive operations is continuing. In 1982, for example, the Yakutsk NTO [scientific-technical section] for trade awarded a diploma of the 1st degree to innovators of the Nizhne-Kolymsk rayon trade office for the development and introduction of a scheme for mechanization of the refrigeration room in the settlement of Cherskiy. In this natural refrigerator, which is made in the permafrost, the cargo is now delivered by rail cart to a descent shaft. An electric telfer installed above the shaft lifts it together with the cart and loads it into a vehicle. The mechanisms have replaced five cargo handlers and have speeded the work up by one-and-a-half times. This scheme solves the problem of mechanization for the mass type of refrigerator in Yakutia and will be introduced in other refrigeration rooms.

On the basis of the Yakutsk gorpishchetorg [city trade organization for sale of food products] during these years, a potato sorting station has become operational, a potato packaging line has been installed, and 12 semi-automatic machines for packaging grains have been prepared for operation. At local trade enterprises, the elevators, telfers and fork-lift loaders have taken on the heavy responsibilities of the loaders.

Over 450,000 rubles have been spent on other labor protection measures during these years. This comprises 15 rubles per worker per year.

However, if we compare all these achievements with that which still remains to be done for the workers' comfort, we must admit that little has been done. Of course, we too are at fault here.

The tasks of the comprehensive five-year plan on certain positions did not always reflect our real needs or, more significantly, our capabilities. Also, not everything was clearly defined in the day-to-day work on improving conditions

at the enterprises which is performed by the republic's economic management organs and professional union committees. The professional union Central Committee team which conducted a target investigation in Yakutia and which gave us much practical aid pointed out these miscalculations in the planning and organization of labor protection. Many of these miscalculations have already been corrected or are in the process of being corrected. A detailed plan of measures has been developed based on the results of this investigation. Its implementation is within our powers.

However, there are problems which are difficult if not impossible for us to solve by ourselves. These arise along the main directions of work on labor protection: in the construction of new enterprises, in facilitation of labor consumptive manual operations, and even in the organization of medical service to trade workers.

Here is an example. There is practically no reduction in the level of illness among our workers. We can understand why. In the old stores, even with a triple tambour, cold air still penetrates into the building through the doors which are constantly being opened and closed. Susceptibility to colds, peculiar climatic conditions, overloads during the period of navigation -- all these factors require particular attention to the health of our people.

As a result, medical stations have been organized at the base of the Yakutsk gorpromtorg [city trade organization for sale of industrial goods] and in the department store. Nearby enterprises are affiliated with the department store medical station. Around 600 people have been examined and treated here. Everyone was satisfied, but recently the republic's financial organs gave the order to close this medical station.

The reason for this decision was the construction norms and regulations according to which a medical station may be set up only in department stores having an area of over 2,500 square meters. However, there are no such enterprises in Yakutia, and probably never will be. This standard is the same for all rayons of the country. However, can we compare the climate of Yakutia, for example, with the natural conditions of Odessa? I believe that in this case the norms should be corrected with consideration of the northern factor.

As we have already mentioned, the Ministry of Trade in Yakutia is performing active construction work, using bank credits for this purpose. However, we do not have the necessary selection of current project designs. The institutes of the USSR Gosstroy [State Committee for Construction Affairs] have developed over two hundred model project designs for stores, warehouses, refrigeration facilities, warehouses, etc. However, only three of them are suitable for use in our climatic zone. We are forced to build according to the old project designs where oftentimes even the domestic conveniences of the collective do not correspond to the present-day requirements, and no provisions at all are made for a scheme of mechanization.

It is also a complicated matter to introduce mechanization into old buildings, as the majority of ours are. In compiling schedules for manual operations at our enterprises, we must determine which labor operation must be done, where,

and how it must be mechanized. However, we also know that these recommendations are very difficult to implement in our old wooden warehouses. Their load-bearing structures and wood floors do not allow application of modern cargo handling mechanisms. The situation is the same in most of our old stores. Considerable material means and, most important, time will be needed to facilitate the manual operations at these enterprises.

This is why the solution of the long overdue problem of small-item packaging of goods delivered by the manufacturer is of such vital importance for our republic. At present, over thirty varieties of goods -- flour, vegetable oil, groats, sugar and other food products -- are shipped to us from the industrial enterprises in packaging weighing over 50 kilograms. Our suppliers, for example, the Irkutsk Milling Combine of the oblast grain products administration sends us pearl-barley in 70-kilogram sacks. The Dal'nerechinskiy Grain Products Combine of the RSFSR Ministry of Procurement delivers groats in 50-kilogram sacks. This list goes on and on.

In 1980, the resolution of the CPSU Central Committee and the USSR Council of Ministers, "On Measures for the Further Economic and Social Development of Inhabited Regions of the North", was adopted. It provides for the solution of numerous problems, including medical service, project design, goods delivery, and others. We are hoping for more active aid on the part of the industrial departments. This will allow us to solve many of the acute problems facing Yakut trade.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

PLANNED INCREASE IN COMMODITY TURNOVER STRAINS LABOR RESOURCES

Moscow SOVETSKAYA TORGOVLYA in Russian 10 Mar 84 p 2

[Article by F. Isayev, USSR deputy minister of trade: "Not by Numbers, But By Skill"]

[Text] In 1984 the general volume of retail commodity turnover is set at 5.5 percent higher than last year. The development of trade is oriented toward increasing work effectiveness and labor intensity to a greater degree than before. With such a significant growth in commodity turnover, as well as the growth of the retail trade network by 2.1 percent and of public dining by 3.5 percent, no increase in the number of workers in the sector is envisioned to the end of the five-year period. This means that the enterprises which are placed into operation in 1984-1985 must generally be staffed at the expense of the available number of workers currently in the operating network.

Under the conditions of tight labor resources, the union republic Mintorgs [Ministries of Trade] intend to implement a series of specific on-site measures for mechanization of labor in trade based on the introduction of progressive commodity supply technology with the use of equipment-packaging. Measures on the integrated rationalization of trade, introduction of industrial methods of product preparation, mechanization of heavy and labor consumptive tasks, and effective utilization of technological trade equipment have been developed and are being implemented in all the republics.

As concerns the questions of introducing new engineering and technology and new forms of servicing, much is also being done in this direction, although not at the rate which we would like. At the same time, it is necessary to make better use of capacities for increasing labor productivity which are available to the scientific organizations.

The assignments on many sections of the long-range plan for scientific organization of labor to the year 1985 have been reviewed and increased in conjunction with the union republic ministries. A program for the preparation of normative-methodological documents for standardization of labor has been developed and is being implemented. A list of professions and duties has been coordinated with the USSR Goskomtrud [State Committee for Labor and Social Problems] and ratified. It allows for the combination of over 80 duties. The expansion of the service zones or increase in work volume will make it possible to pay up to an additional 30 percent in wage rates for basic work performed.

Work on improving the organization and standardization of labor significantly facilitates the rational application of labor resources. The figures also speak of the importance of standardization in our sector. Over 50 percent of the economic effectiveness and liberation of the number of workers in the overall amount of work performed according to NOT [scientific organization of labor] is achieved specifically as a result of the introduction of labor standards.

The task consists of expanding the sphere of labor standardization, improving the standards with consideration for the development of the material-technical base, introducing progressive forms, and ensuring a level of labor standardization of no less than 85 percent by the end of the current five-year period.

We would like to point out the significant work of the Kazakh SSR Mintorg in introducing time norms and price estimates for paying wages of cafeteria workers as developed by the UkrNIITOP [Ukrainian Scientific-Research Institute on Trade and Public Dining]. According to the indicated norms and estimates, 36.6 percent of the overall number of piece-workers are working in this republic, while the overall figure throughout the system of the USSR Mintorg is only 12.4 percent.

The price estimates of the UkrNIITOP have become widely used in the confectionary shops of Belorussia. Not only has the labor wage been restructured, but also the organization of work.

The standard time norms for wages paid for packaging work have been more actively introduced at numerous trade enterprises. At present, over 30 percent of the wrappers are working under these norms within the USSR Mintorg system as a whole.

However, we must say directly that the available reserves for the more effective application of labor resources are still not being used to their full extent. The level of this work far from everywhere corresponds to the presented requirements. Certain economic managers do not implement specific on-site leadership in this work and do not provide for the timely and full implementation of the measures envisioned in the NOT plans.

The Ministries of Trade of the Uzbek and Tajik Union Republics, for example, have not achieved the planned indicators for the introduction of time norms and pricing estimates for wages of cafeteria workers; the Turkmen SSR Ministry of Trade -- for the introduction of standard time norms and pricing estimates for wages paid to packaging workers.

An effective means to ensure the fullest possible utilization of work time and increased labor productivity of workers in trade and in public dining is the combination of professions. This ensures interchangeability, increases maneuverability in using personnel, and makes it possible to concentrate the efforts of the entire collective of workers on fulfilling the tasks which are most important at the given moment.

According to the data of the USSR TsSU [Central Statistical Administration], in 1982 around 70,000 workers were liberated in trade, including consumer cooperatives, as a result of combination of professions. This comprises 2.3 percent of the number of workers for whom combination of professions is allowed. This, of course, is not enough. Work on combining professions is proceeding slowly in the Azerbaijan, Moldavian, Kazakh, Georgian, and Armenian Union Republics. Few pensioners, housewives and students are being recruited for part-time work in stores and dining rooms.

The introduction of strip output graphs for the work of trade personnel, the application of split-shift working conditions, and the introduction of breaks after two hours of work all have an important significance in recruiting and improving the application of the labor resources in our sector. This work is being performed in a well thought-out manner at the trade and public dining enterprises of the Ukraine, Belorussia, Latvia, Lithuanian, and a number of oblasts in the Russian Federation. This form of labor organization should be introduced everywhere.

Unfortunately, we must state that the central organs, the newspaper editorial offices, and the USSR Mintorg receive many complaints about the fact that cash registers in the stores do not operate during the peak hours, there are long lines for sales people and registers, etc. This is why it is important that every salesman, cashier, controller, cook, or pastry chef take on one or several related professions so that there would be some interchangeability. Work on attracting pensioners and students for part-time work should be more actively pursued. This will make it possible not only to utilize the work time more effectively, but also improve the service to buyers during peak hours as well as to increase the wages of trade workers, which is also important.

The brigade form of labor organization and stimulation is becoming ever more widespread in all sectors of the national economy under present conditions. The party and the state are devoting particular attention to the application of the brigade work method as one of the directions for increasing labor productivity and generally involving the workers in production management.

Last year, the USSR Mintorg developed and sent to the trade organizations its "Recommendations for the Development of the Brigade Form of Labor Organization and Stimulation with the Application of KTU [labor management committees]". It should be noted that the possibilities for increasing the effectiveness and quality of work which are inherent in the brigade form of labor organization are not realized in and of themselves. Therefore, the task consists not only of increasing the number of brigades using KTU. It is also necessary to skillfully organize their work, to create for all the brigade members conditions for rhythmic and highly productive labor in the course of the entire work day, and to instill in the workers an interested and proprietary attitude toward the work at hand.

Specific work in this direction is being performed by the Latvian SSR Mintorg. There each trade organization has been given assignments for the introduction of the brigade work method and payment of labor with the application of labor participation factors. Control has been established over the fulfillment of these assignment. Informative work is being performed at the collectives

regarding the advantages of the brigade form of organization and stimulation of labor. As a result, 72 percent of the trade and public dining workers have presently been united into brigades within the republic. In almost half of the brigade collectives, the extra earnings and bonus are distributed throughout the KTU with consideration of the individual input of the brigade members into the common results of their labor. This has enabled the republic's trade organizations to realize a growth in the network of stores and dining rooms within the established number limit.

The Ministries of Trade of the Azerbaijan, Tajik, Kirghiz, and Armenian Union Republics are unsatisfactorily implementing the introduction of the brigade method.

Haste and formalism may in no way be allowed in the introduction of the KTU. Often it happens that, so as not to "spoil relations", the KTU is established the same for everyone. It is believed that the necessary preliminary work is not performed in switching over to the brigade method.

The union republic Mintorgs must implement more thorough control over the introduction of the brigade form of labor organization and wages at the sites and must take measures for its planned development and increased effectiveness. Other forms of piece-work labor wages which stimulate not only the qualitative indicators, but also the work quality should be more actively introduced.

Working at full capacity, utilizing all the available reserves, and seeking new possibilities for increasing labor productivity -- all these factors will help both to successfully fulfill the plans for commodity turnover and to improve the quality of commercial services to the population.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

EFFICIENCY, INNOVATION PROMOTED IN MEAT, MILK INDUSTRY

Moscow MYASNAYA INDUSTRIYA SSSR in Russian No 1, Jan 84 pp 1-2

[Article : "Raising the Level of Work of Efficiency Experts and Inventors"]

[Text] The nation's economy attained further development after the November (1982) and June (1983) CPSU Central Committee Plenums. Plenum decisions focused all branches of industry on the intensification of production by accelerating scientific and technical progress and by the most rapid implementation of progressive engineering and technology.

Realization of decisions of these plenums is reflected in a resolution by the CPSU Central Committee and the USSR Council of Ministers, "Measures for Accelerating Scientific and Technological Progress in the National Economy."

Meat industry workers are faced with large and important tasks in this regard. A steady increase in the rate of production and the amount of meat production output requires continual improvement of scientific and technological potential of the industry. Therefore the problem of development and implementation of highly efficient technological processes and equipment based on scientific and technological achievements, providing increased labor productivity, economical use of raw materials and resources and an increase in production efficiency has become one of the central industry problems. Efficiency experts and inventors, of which there are more than 40,000 in the industry, make a worthwhile contribution to the solution of this problem.

During 1981-1982, 347 inventions were developed (162 of them in 1982); the economic effect obtained from their implementation was over 33 million rubles, including 18 million rubles for 1982. In 1982, 8 percent more inventions than in 1981 were put into use. Money saved by implementing inventions and innovative suggestions in counting per 100 men of industry production personnel at the USSR Ministry of Meat and Dairy Industry was 7.3 thousand rubles. The efficiency of one invention used throughout the industry on the whole was 20.4 thousand rubles.

Innovative and efficiency operations improve from one year to the next at Ministry of Meat and Dairy Industry enterprises in the Ukrainian SSR, the Lithuanian SSR, and the Belorussian SSR. The 1982 quota for economizing by implementing inventions was surpassed by the Soyuzmyasomoltara VPO [All-Union Association of Facilities for the Production of Containers and

Technical Equipment] and the Soviet Ministries of the Meat and Dairy Industry in the Moldavian SSR, Ukrainian SSR and the Lithuanian SSR.

The creative activity of industry efficiency experts is growing. The number of inventors and efficiency experts grew by 3 percent in 1982 as compared with 1981. At the Estonian SSR Ministry of the Meat and Dairy Industry there are 13 efficiency experts for every 100 men on the industrial and production staff. The number of inventors and efficiency experts in Ministries of the Meat and Dairy Industry in the Lithuanian SSR, the Belorussian SSR, the Latvian SSR, the Ukrainian SSR and also in the Soyuzkleyzhelatinprom and Soyuzmyasomoltara VPO's is higher than the average industry index.

An analysis of operations for the first half of the year 1983 indicated that in Ministries of the Meat and Dairy Industry of the Kazakh SSR, Lithuanian SSR, and the Moldavian SSR the efficiency of inventive and innovative activity increased as compared to the same period in 1982. The number of inventors and efficiency experts increased in Ministries of Meat and Dairy Industry in the Uzbek SSR, Lithuanian SSR, the Moldavian SSR and the Estonian SSR.

Scientific research institutes and development organizations play a large role in accelerating scientific and technological progress. Scientists from industry SRI's [Scientific Research Organizations] and NPO's [Scientific and Industrial Association] obtained 300 author's certificates for inventions during 2.5 years of the 11th Five-Year Plan.

There are, however, substantial shortcomings in operations to improve creative activity on the part of efficiency experts and inventors. The percentage of inventions put into operation in the industry is still not a high one, ineffective inventions are sometimes put into operation, with substantially unchanged engineering and production technology, firsthand experience acquired in different enterprises is not sufficiently disseminated. A significant lag in the first half of the year 1983 in comparison with the corresponding period of 1982 in terms of saving money from the implementation of inventions was tolerated at enterprises and organizations of the Ministries of the Meat and Dairy Industry of the RSTSR, and the Azerbaijan SSR, and not one efficient invention was introduced at enterprises and organizations of the Ministries of Meat and Dairy Industry of the Latvian SSR, Armenian SSR, the Tajik SSR, and the Turkmen SSR.

In a number of enterprises not enough work has been done to improve the creative activity of workers and employees. For every 100 men on the industrial production staff, the average number of inventors and efficiency experts stands at 5.2 for the USSR Ministry of the Meat and Dairy Industry, i.e. every 20th man on the entire industrial production staff is an efficiency expert.

There are not enough young people and women attracted to active innovative work.

Not everyone, to be sure, has the talent to be an efficiency expert, but every worker of good conscience has his own observations, his opinion on

a particular problem. It is important that no efficient idea nor useful suggestion be left in the dark.

In order to further improve the effectiveness of inventor and efficiency expert operations there must be quicker decision of questions related to increasing meat resources through more complete use of valuable raw materials, the development of waste-free technology for the processing of livestock products, the creation of protein fodder based on the use of nonfood wastes and secondary products of the meat industry. Efficiency experts must work to invent highly productive equipment as well as efficient technological facilities to mechanize production processes, loading-unloading, transportation and packing operations, providing a significant reduction in the expense of manual labor. In order to intensify refrigeration processing of meat and meat products, efficiency experts' efforts should be directed toward the development of improved refrigeration equipment and optimal systems for cooling and freezing, with the purpose of curtailing production losses and improving profitability of the processed product. There must be continual work on questions of wise use of fuel and energy resources.

A great deal of attention should be given to thematic planning of scientific research and developmental studies done at the level of inventions as well as to broad development of an all-union socialist competition for industry enterprises and organizations, for the attainment of better values for efficiency, inventive and patent licensing operations. Contests and inspections as well as schools for inventors and efficiency experts should be held regularly for exchange of experience. The people's creative initiative should be developed at each enterprise. Existing shortcomings in the organizational work of efficiency experts and inventors must be eliminated in short periods of time.

Efficiency experts and inventors must make a worthwhile contribution to implementation of the plan for the 11th Five-Year Plan and the Food Program and an increase in the efficiency of the work of the meat industry.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

STATISTICS FOR 1983 ON GROWTH IN COMMODITY TURNOVER

Moscow SOVETSKAYA TORGOVLYA in Russian 17 Dec 83 p 1

[Text] The turnover of commodities in state and cooperative trade, including turnover of the Consumer's Cooperative for the Sale of Agricultural Products purchased at prices in accordance with an agreement were 51.90 billion rubles, including the consumer cooperative's turnover of 14.56 billion rubles.

In January-November 1983 retail commodities turnover increased in comparison to January-November 1982 by 2.5 percent, at comparable prices.

The increase in commodities turnover in January-November 1983 as compared to that of January-November 1982 for the union republics is characterized by the following data (in percents):

RSFSR	102.0	Lithuanian SSR	102.3
Ukrainian SSR	102.7	Moldavian SSR	103.3
Belorussian SSR	103.8	Latvian SSR	101.4
Uzbek SSR	105.6	Kirghiz SSR	102.9
Kazakh SSR	102.4	Tajik SSR	104.7
Georgian SSR	103.5	Armenian SSR	102.6
Azerbaijan SSR	104.4	Turkmen SSR	105.0
		Estonian SSR	101.8

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HOUSING AND PERSONAL SERVICES

LITHUANIAN CONSUMER SERVICES DISCUSSED

Moscow SOVERSHENSTVOVANIYE SFERY OBSLUZHIVANIYA: OPYT LITVY (NOVOYE V ZHIZNI, NAUKE, TEKHNIKE: SERIYA "TORGOVLYA I BYTOVOYE OBSLUZHIVANIYE") in Russian No 1, Jan 84 pp 3-64

[Pamphlet by P.P. Grishkyavichus, first secretary of the Lithuanian Communist Party Central Committee: "Improving the Service Sphere: Lithuania's Experience"]

[Text] The party has put forward for the 11th Five-Year Plan and for the 80's in general a broad program to further raise the level of the people's well-being, a program which encompasses improvements in all aspects of the life of the Soviet people--consumption and housing, culture and recreation, as well as living and working conditions. The specific concern for every person and for his needs and requirements makes up the basic content of the party's economic strategy, one component of which is the USSR Food Program, adopted by the May (1982) plenum of the CPSU Central Committee, and the related decrees of the CPSU Central Committee and the USSR Council of Ministers. They set out a series of measures to resolve the most significant political, economic and social problems; they brought together various units of the agro-industrial complex and they called for the energetic, balanced development of those units.

The ways to strengthen the role of trade in the work to improve the people's well-being and in the work to increase the production of goods for the people, to expand their variety and improve their quality were defined in the decrees of the CPSU Central Committee and the USSR Council of Ministers "Concerning Measures to Further Develop Trade and to Improve the Trade Service Provided to the Public in the 11th Five-Year Plan," "Concerning Measures to Increase the Production of the Most Important Goods in 1981-1985 and to Satisfy More Fully the Public's Demand for These Goods," "Concerning an Increase in the Production of Mass Demand Goods, and an Improvement in their Quality and Range in 1981-1985" and "Concerning Additional Measures to Improve the Supply of Consumer Goods to the Public in 1983-1985."

The decree of the CPSU Central Committee and the USSR Council of Ministers "Concerning the Further Development and Improvement of Domestic Services for the Public" is aimed at improving the level of everyday services for the public, and at eliminating inadequacies in the operations of clothing repair and tailoring shops, workshops, dry cleaning plants and other service enterprises.

New tasks have been set before the employees of the service sphere and the production sectors of the national economy. When Comrade Yu.V. Andropov elaborated on the content of the formula for "raising the living standard" in his speech at the June (1983) plenum of the CPSU Central Committee, he noted that "at times it is interpreted in a simplified manner as meaning only the growth of the population's income and the production of consumer goods. In reality, the concept of the living standard is much broader and richer. It also includes steady growth in the people's political consciousness and cultural level, which takes in the quality of daily life, behavior and what I would call the culture of intelligent consumption. It includes as well as a model social order and healthy, rational diet and a high level of quality in the services provided to the population (in which area, as is well known, everything is still far from being optimal). It includes the beneficial--from a moral-esthetic viewpoint--use of free time. In short, it includes everything that in the aggregate is worthy of being called civilized socialist life."

The party and state organs demonstrate constant concern to project and satisfy the needs of the working people, to introduce on a broad scale into this area of activity the achievements of science and technology, to disseminate the best work experience, to accelerate scientific-technical progress and to make rational use of labor and material resources.

Our country has accumulated a large amount of experience in resolving the problems facing the service sphere and in improving the level at which the public's growing needs are satisfied. Soviet Lithuania also has this kind of experience. Recently more attention has been given to the service sphere by the Central Committee of the republic's Communist Party, by the gorkoms and raykoms of the party and by the soviets of people's deputies. The problems related to improvements in this sphere are constantly discussed at the plenums and bureau sessions of the party committees and at sessions of the soviets. Measures to improve trade, public catering and everyday services have become a mandatory component of future and current plans of the party committees. The guidance provided to primary party organizations in the service sphere has been increased, the analysis of their activities has become more thorough, positive experience is generalized in a better manner, and more practical assistance is being given at the local level.

The Central Committee of the Lithuanian Communist Party (CPL) orients employees of the service sphere to improve the sphere's organizational structure. The republic's party and soviet organizations devote a great deal of attention to the development of consumer goods production. At present the volume of consumer goods output constitutes 41 percent of the total volume of industrial output. Through the efforts of party, economic and planning organs much has been done on the specialization of consumer goods production. Trade organizations have begun to influence more actively the formulation of production plans and to show persistence in ensuring that planning for commodity output is made directly dependent on the demands of commerce and they have also become more active in opposing violations of state discipline in the fulfillment of contract obligations.

Measures are being taken to make more efficient use of commercial resources, especially the products of animal husbandry. Enterprises of the meat and dairy industry have increased the output of goods packaged in small quantities. The sale of foodstuffs on the basis of orders placed in advance has been established on a broad scale at enterprises of industry, construction and transportation.

The standard of labor discipline has been raised. By expressing in a concentrated manner the interests of the entire people, socialist discipline is a very important condition in the fulfilling of state plans, in the improving of labor effectiveness, in consolidating the bases of our way of life, in elevating the level of labor and political activity and in improving democracy, and that means--in the final analysis--in improving the people's well-being. At the present time instances of wastefulness, irresponsibility and negligence are overcome on the basis of clauses contained in the decree of the CPSU Central Committee, the USSR Council of Ministers and the AUCCTU "Concerning the Improvement of Work to Strengthen Socialist Labor Discipline." Republic-level organs, such as the People's Control Committee, the Council of Trade Unions and the Ministry of Internal Affairs have increased their work of detecting and preventing violations. Comprehensive checks are carried out more frequently on enterprises involved in trade, public catering and everyday services, and the effectiveness of departmental monitoring has been increased.

Much attention is being devoted to publicizing the best work experience. A seminar-conference on questions of technically re-equipping the trade network was held for party and soviet employees in Klaypeda. A practical seminar on fulfilling the tasks set out by the 26th CPSU Congress was held in the city of Taurage for secretaries of the primary party organizations. There was discussion here about increasing the role of consumer cooperative societies in the socio-cultural development of rural areas. The CPL Central Committee organized a scientific-practical confer-

ence on improving the effectiveness of work by the primary party organizations, as well as seminar-conferences held at the best enterprises and organizations.

Present-day conditions urgently dictate the need to increase party influence on every collective in the service sphere, and on every person employed in it. Communists are called on first of all to set an example of initiative and persistence in the resolution of the tasks which have been set. A majority of the party organizations in the republic's service sphere work actively and purposefully. Their authority is increasing, and their work methods are improving. This kind of work is being done, for example, by the party organizations of the Klaypeda Trade Administration, the Alitusskiy, Kapsukskiy and Vilkavishskiy and certain other rayon potrebsoyuzes (unions of consumers' trade co-operatives).

The USSR law "Concerning Labor Collectives and the Increasing of Their Role in the Administration of Enterprises, Institutions and Organizations" creates broad opportunities for active participation by working people in all spheres of production, social and state life. This law, which was developed in accordance with the USSR Constitution, gives specific form to and develops the powers and basic directions in the work of labor collectives; it increases the guarantee of participation by all working people in the management of enterprises, institutions and organizations. The further development which it stipulates for the democratic bases of the organization of labor has received unanimous approval of the republic's service sphere employees. Measures to meet its requirements have been determined and are being carried out.

The successful completion of the tasks which have been set before the service sphere depend to a significant degree on personnel policy. In this the CPL follows Leninist principles, tenets and directives contained in party documents. More than 25,000 specialists with diplomas currently work in the republic's trade. The vocational-technical schools within the system of the Ministry of Trade and the Litpotrebsoyuz (Lithuanian Union of Consumer Cooperatives) fully satisfy the needs of the trade organizations. The CPL Central Committee Buro discussed the state of personnel work within the system of the republic's Ministry of Consumer Services. As a result of the implementation of measures set out during the course of the discussion there has been an improvement in the qualitative composition of managerial and middle-level specialist staff in consumer service enterprises and organizations. Specific measures have been taken to reduce personnel turnover.

The multi-faceted activities undertaken by the republic's party organization to increase the effectiveness and quality of work in

the service sphere contribute to ever fuller and better satisfaction of the growing demands of the Soviet people.

Retail commodity turnover in state and cooperative trade, including public catering, grew by 87 percent during 1970-1980 (from 2.209 billion rubles to 4.068 billion rubles); moreover, the most rapid increase, which amounts to 99.2 percent, is taking place in state trade (from 1.184 billion rubles to 2.172 billion rubles). During this same time the commercial area of stores increased from 387,000 square meters to 536,000 square meters, and the amount of this space calculated per 1,000 people increased from 122.3 square meters to 155.5 square meters. The number of seats in public catering enterprises increased from 132,000 to 250,000, including an increase of 41.5 to 74.5 per 1,000 population.

In 1970 the volume of consumer services provided to the public amounted to 58.2 million rubles, and in 1980 it amounted to 123 million rubles (a 2.7-fold increase); calculated on a per capita basis, this amounted to respectively 18.5 and 35.7 rubles.

In 1982 the indicators for the operation of trade and everyday services amounted to:

Retail commodity turnover in state and cooperative trade,
including public catering.....4.3191 billion rubles

Total commercial area of stores (at year end) 566,100 square
meters

calculated per 1,000 population.....161.5 square meters

Total number of seats in public catering
enterprises..... 269,400

calculated per 1,000 population.....76.8

Volume of everyday services sold to the public.... 134.0 million
rubles

calculated per capita..... 40.5 rubles.

For the Convenience of the Public

Every day tens of millions of people use the services of department stores, cafeterias, clothing repair and tailoring shops, service centers, workshops and other service enterprises. Any disruption in service, even an insignificant one, causes people additional trouble and loss of time; it spoils a person's mood and influences his ability to work. The level of service depends on studying and satisfying public demand; it depends, too, on the

skills, manners and the ethical training of employees in stores, cafes, clothing repair and tailoring shops and their ability to correctly establish relations with clients. All these problems, like the overwhelming majority of questions related to the development of trade and consumer services, must be monitored constantly by the local party, soviet and economic organs. Taking this into account, one can judge on the basis of procedures in stores, clothing repair and tailoring shops and receiving centers in the city and countryside how attentive the party, soviet and trade union employees are to the daily demands and needs of the working people.

Workers in the service sphere are putting forth maximum efforts to improve the cultural level and effectiveness of service, to participate through daily practice in the resolution of the tasks set by the party and the government for trade, public catering and consumer services.

Until recently the inconvenient hours of operation maintained in the service sphere prompted many negative comments from the public. Working people were forced to ask for time off from the production unit in order to take a television or refrigerator in for repair, to use dry cleaning or shoe repair services, etc. Specific mention of the non-productive expenditure of working time was made in the decree of the USSR Council of Ministers on questions related to improving the operating conditions for enterprises, organizations and institutions engaged in providing services to the public (January 1983). The residents of the republic have greeted this decree with approval and support.

The State Committee on Labor and the Central Statistical Administration of the Lithuanian SSR carried out a selective investigation of the work schedules of about 12,000 different establishments providing services to the public. It was established that in many stores selling non-food items operating times were not determined with consideration for the working hours of people employed at production units; instead, they were determined on the basis of the maximum flow of customers. Nor were the hours of operation determined in the necessary manner for the service receiving centers, for housing offices, registration offices, clinics, pharmacies and out-patient departments, etc.

Upon the instructions of the republic's Council of Ministers, the gorispolkoms and rayispolkoms agreed with the appropriate ministries and departments and took into account the wishes of the working people in changing the operating conditions of many subdivisions of the consumer service sphere. In the cities, rayon centers and major settlements hours of operation from 10:00 to 21:00 were established for department stores and from 11:00 to 21:00 for non-food specialized stores. A group of stores selling manufactured goods was set aside for Monday opening (previously)

Monday was a day when most commercial establishments were closed in the republic). The number of food stores in city neighborhoods which are open until 22:00 was increased. The Litpotrebsoyuz established an operating procedure for 1,700 rural stores, which takes into account the working hours of the residents in the settlements receiving services. The commercial organizations which are open 1.5-2 shifts use rotating work schedules.

In addition, the work schedule has been changed for a majority of the enterprises and receiving centers of the consumer service system. Of the city enterprises and receiving centers 72.3 percent have been shifted to the new conditions, and for rural enterprises and receiving centers the figure is 87.9 percent. For many hours of operation from 07:00 to 20:00 have been established, and in some places where the the greatest demand for services is noted, they are open until 22:00. In the cities the proportion of clothing repair and tailoring shops and receiving centers for everyday services which operate on Saturdays has increased from 46.9 to 83.7 percent, and for those which operate on Sundays from 17 to 26.7 percent; in rural localities the percentages increased respectively from 39 to 67 percent and from 14 to 22 percent.

Better work schedules have been established for housing offices, out-patient and clinic facilities, pharmacies, post offices, savings banks and legal offices. More convenient hours have been established for receiving citizens in the ispolkoms of the soviets of people's deputies, the internal affairs organs, in the offices of public prosecutors, in court rooms, social insurance offices and health care offices. The State Automobile Inspectorate has introduced technical inspections for personal vehicles after the normal hours of work for production enterprises and on Saturdays. Schedules for city and suburban passenger transportation have been revised. The operating hours for ticket windows selling advance-purchase railway, airplane and inter-city bus tickets have been extended to 21:00. Hours for the sale of theater and concert tickets have also been extended.

Calculations carried out at individual enterprises in Vilnius and Kaunas show that measures taken to improve operations in the service sphere and to increase the level of exactingness of the management when permitting people to leave work for personal reasons contributed to a 7-17 percent reduction in the loss of working time. For example, it was reduced 7.2 percent recently at the Kauno Baldai Furniture Production Association in Kaunas, it was reduced 7.6 percent at the Vilnius House-Building Combine, 10 percent at the production association at the Leliya production association of garment enterprises and 17 percent at the Raudonasis Spalis Footwear Factory.

As a result of changes in the work schedule of service enterprises, certain difficulties have arisen in connection with staffing, especially in housing and municipal services offices, service enterprises and receiving centers. Enterprises providing everyday services have begun to hire more pensioners and women with small children who find it convenient to work part-time. Groups which operate until 22:00 are being established at kindergartens for the children of parents who work in the service sphere.

The Lithuanian SSR Council of Ministers has created a committee to examine questions which arise locally in connection with the implementation of measures to regulate work schedules in the service sphere.

The Bureau of the CPL Central Committee used the materials of a report by the Vilnius Party Gorkom when discussing the questions of how to ensure a higher level of operations for enterprises and organizations engaged in providing services to working people. A decree which it adopted set out practical measures aimed at eliminating inadequacies in their activities and at improving the quality of service provided to the public. Party organizations are increasing the ideological-political indoctrination of service sphere employees, and they are taking active measures to strengthen labor discipline; they are also working to ensure that the demands of the working people are being met more fully and at a higher level.

The trade departments and administrations of the gorispolkoms and rayispolkoms are working with the managers of enterprises and organizations to expand catering facilities for workers and the system for ordering foodstuffs and cooking supplies in advance.

At the present time advance-order departments provide food products to the workers in nearly 2,500 of the republic's collectives. In 1982 foodstuffs amounting to 41.5 million rubles were sold through the advance-order departments of stores in the state trade system; and foodstuffs worth more than 26 million rubles were sold in this way through the service section of the republic's consumer cooperative system (these were respectively 60 and 120 percent more than in the previous year). Nor are permanent food stores located at industrial enterprises new in Lithuania--there are already 49 of them. The Vilnius Order of the Red Banner Calculator Plant imeni V.I. Lenin and the Vilnius Fuel Equipment Plant imeni 50-letiya SSSR have well-equipped stores. A spacious self-service store with a selling area of nearly 100 square meters was opened in 1982 for the workers at the Kaunas Synthetic Fiber Plant imeni 50-letiya Oktyabrya.

Buying through the advance-purchase departments and at stores located on the premises of industrial enterprises makes it

possible to save workers' time; it brings the goods to the consumer and is one form of efficient food utilization. Trade employees are working with the administration of industrial enterprises to expand the network of advance purchase departments. As a rule, the items for these orders are selected and put together in a centralized manner at departments especially created for this at trade enterprises. This kind of organization contributes to the improvement of labor productivity.

The industrial enterprises in the republic's capital already have experimental stores selling non-food commodities. They have been established at two Vilnius plants--one which makes fuel equipment and one which makes drills. This experiment is yielding good results and will be extended to other industrial enterprises. Its goal is to save customers' time, to contribute to a strengthening of labor discipline and, in particular, to promote conditions for a full work day in the collectives.

The level of service provided to the population largely depends on the siting of trade enterprises, public catering facilities and service establishments. At the instruction of the CPL Central Committee, the republic's Council of Ministers has worked out a scientifically grounded scheme for siting service institutions and enterprises. Particular attention has been directed to the countryside. The management mechanism and the structure of the sector have been adjusted. On the one hand, we have in operation the republic Elektron, Bytovaya Tekhnika and Avotservis Associations, along with a trust for the construction of residential buildings and the repair of apartments. They are technically equipped major service enterprises which have skilled personnel available. They fulfill complex orders for the repair of television and radio equipment, household equipment, etc. And on the other hand, the rayon centers have in operation the everyday service combines with a broad network of facilities and comprehensive receiving centers in local areas. Almost all rural localities and many industrial enterprises have outlets or comprehensive receiving centers. Here one can have minor repairs of clothing, footwear and household items made, and orders can be placed for custom-made coats or boots or for the repair of refrigerators or televisions sets. The rayon everyday service combines have schedules according to which skilled repairmen or craftsmen are sent out to the villages, which are notified in advance of their arrival. That is the way it is set up in the Vilkavishskiy, Utenskiy and other rayons of the republic.

Of course, even excellent consumer service facilities do not free the rural worker from all problems of everyday life. For this reason the republic's party organization is working on an integrated solution to the problem of improving the living conditions of the rural population. The following task has been set: by the

end of the current five-year plan every collective and state farm should have a store, cafe-cafeteria, a kindergarten-daycare center, an outlet or comprehensive receiving center for everyday services. Houses of culture and outpatient departments are also being built according to a unified scheme which has been worked out on the basis of the demographic features of kolkhozes and inter-farm associations. Talented architects are being recruited for the construction of new developments with comprehensive social centers. Model developments are being created, and they are becoming graphic examples for many farms. The Ritu aushra, Draugas, Erishkyay Kolkhozes, the Sovkhoz imeni 25 s'yezda KPSS, the Sovkhoz imeni Michurin and a number of other farms have central complexes of this kind.

Kolkhozes, sovkhozes and industrial enterprises are actively participating in the transformation of the countryside. With their own funds they are building premises for stores, cafeterias and everyday service enterprises; these enterprises are subsequently handed over to the appropriate organizations. For example, during the 10th Five-Year plan the kolkhozes built and the Litprotreboysuz purchased 25 well-equipped cafeterias. This kind of cooperation is continuing in the present five-year plan as well: in 1981-1982 the Litpotreboysuz bought out 24 more cafeterias.

In 1981, for example, Litpotreboysuz acquired a modern trading center with public catering facilities to seat 120 people at the Kolkhoz imeni A. Snechkus in the Kedaynyayskiy Rayon. A store, cafeteria and cafe have been equipped under one roof. Located in the production quarters are a pastry-making shop, which provides customers with fresh bakery items. The production unit is directed by a cook, Z. Mayauskene, who is a graduate of the Kedaynyay Cooking School and a specialist of the fifth rank; she is active in community affairs and a skilled manager. The menu of the cafeteria consistently contains Lithuanian national dishes. The diet of the kolkhoz members is the concern of the kolkhoz management, as well as the party and trade union organizations. The kolkhoz supplies the cafeteria with meat, potatoes and other vegetables on the basis of planned production costs. The farm has also set aside a small parcel of land next to the cafeteria where its employees can raise greens and other plants for making condiments. The kolkhoz devotes attention as well to the daily life of the cafeteria's employees: Z. Mayauskene's family has been granted a well-equipped apartment.

The example of the Kolkhoz imeni A. Snechkus is not some kind of exception. It shows convincingly that everything depends on people's industry, creative spirit and organizational skills, and on the effective work of party organizations and farm managers. And it is in precisely this way that solutions are being found to the task set by the 18th Congress of the Lithuanian Communist

Party, which is for every kolkhoz, sovkhos and other agricultural enterprise to have a cafeteria by the end of the 11th Five-Year Plan. Farms are building centers for shopping and public catering, and they are selling them to the Litpotrebsoyuz to operate. Further, all farms have been set the task (which at the majority of farms is already being fulfilled) to provide their own cafeterias with meat and dairy products, potatoes and other vegetables at cost. All farms, regardless of their specialization, are raising potatoes and other vegetables; they are building small greenhouses, mainly polyethylene ones to provide the cafeterias with vegetables.

Nor is the allotting of land to a cafeteria an exception. At the recommendation of the CPL Central Committee and the republic's Council of Ministers, all sovkhoses and kolkhoses allot the cafeterias small parcels of land where the cafeteria employees grow greens and herbs. Fresh greens (parsley, celery, dill, sorrel and others) are used to raise the vitamin content of the food served.

In an attempt to save the precious time of the grain growers during periods of sowing, summer field work and harvesting, the public catering employees of the potrebsoyuz expand the number of services they offer to include hot lunches in heated containers and thermoses delivered directly to the work sites. The Litpotrebsoyuz has established an operational group to organize service during the harvest period. During the period of summer work and harvesting the number of rural workers increases significantly as a result of school and university students, and big-city employees from sponsoring economic units who come to help, but the quantity and quality of services offered do not drop. The republic's cooperatives have for these purposes about 2,000 various thermoses and other thermal containers. During the period when field work is being carried out on a mass scale, the cooperative organizations serve more than 95 percent of the kolkhoses and sovkhoses.

Public catering enterprises, especially restaurants and cafes, frequently hold recreational evenings devoted to a particular theme. Employees of the rayon Komsomol committees and education departments of the ispolkoms help to organize these evenings. Evenings are held on a regular basis for young families, newlyweds, anti-alcohol discussion groups, fashion shows, etc. Theme evenings are organized for young people, as are evenings devoted to Lithuanian national dishes. Many rayon, kolkhoz and sovkhos women's councils and Komsomol organizations participate in them.

The "Ritmas" system is being applied to improve service at public catering enterprises. It was worked out and introduced by scientists at Vilnius State University imeni V.Kapsukas under the leadership of docent K. Vishnyayskas together with specialists

from the Ministry of Trade and employees from industry in the Lithuanian SSR. It is a fundamentally new, universal system for the organization of production, labor and service. It is being introduced mainly at cafeterias located at industrial enterprises, but it can be used in school and university cafeterias as well.

The essence of the system is the efficient organization of the technological and production processes in the kitchen, in the distribution process, and in the dining hall, and the expansion of self-service by means of supplementary operations, improved planning of work areas and the broad application of a number of fundamentally new appliances and standardized dishes. The diner puts on his tray a complete set of cutlery (spoon, fork and knife). Then the tray is put on a moving conveyor belt for food distribution. Appetizers are taken from a storage unit, soups and second course dishes are taken from a heated shelf; tea and coffee are poured. The dinner is put together more quickly because the conveyor, while moving the tray along, dictates the speed at which dishes are chosen. Tickets or coupons, which are bought at the cafeteria, are used in payment for a complete dinner. The tickets are also issued by automatic machines; this makes it easier to sell complete dinners of varying cost. When dishes are chosen freely, the calculation is done by a cashier (3 cash registers for 600 people). When the patrons have eaten, they collect the used cafeteria items on their tray and bring them to the washing department. Here knives, forks and spoons are put into a special rack, which is put into a dishwashing machine when it is full. Plates and glasses are put into special openings in the wall designed for them, from where they are fed into a gravitational rotation device which ensures that remaining food is removed, and then sends them into a tub with water. The diner spends no more than 15-20 minutes on all the operations related to procuring the lunch, eating and delivering the dishes to the dishwasher.

During busy lunch hours the Ritmas system makes it possible to concentrate the efforts of personnel on the final operations and on the distribution of food; this facilitates a good rhythm and pace of work. The heating equipment for preparing the food is as close as possible to the food distribution lines. This reduces the distance which food must be carried and makes it possible to prepare dishes in small portions and consequently to improve their quality.

Expanding the amount of self-service, as experience has shown, is not onerous for the diners: they adjust easily to the additional operations, spending no more than two minutes on them. And for the personnel there are significant reductions in the labor expended to collect the dishes and remove food residues; the dishwashing processes are mechanized. In addition, by having a supply of dishes which lasts the entire shift, they can be washed

after lunch is over and the entire work brigade can be used for this purpose, i.e., opportunities for the introduction of the brigade contract in workers' cafeterias have been created. The Ritmas system for dispensing complete lunches provides for the maximum speed of service--up to 1,000 diners per hour, and with a free choice of dishes up to 800 diners can be handled.

In trade most of the attention is being devoted to the spread of self-service. At the present time 58 percent of the stores in the state trading system and 86 percent of the consumer cooperative stores use this method. In addition to self-service, other forms and methods of trade which improve service are being developed such as selling goods on the basis of orders placed in advance by customers, and expanding additional services in retail trade enterprises. Specifically, in stores which sell manufactured commodities, fabric is cut out, telephone service for giving out information and taking orders is being organized, as is the sale of goods on credit. In addition, the major department stores have fashion shows to display the dresses which they have for sale.

Additional services in stores, as well as courtesy, good trading practices and constant attention to salespeople and all working personnel are a general feature of the unified social program, which is being implemented steadily both in the cities and the countryside. Many stores have rooms where employees can rest; they can read current newspapers and magazines; hairdressers and beauty experts work in department stores.

Many cities and rayons hold trade fairs during which customers are offered a wide range of industrial and food commodities. All this is combined with various attractions, folk music, fashion shows, etc. For example, the cooperative fairs have already become a tradition in the Akmyanskiy, Klaypedskiy, Plungeskiy and Telshyayskiy Rayons. Every year the cooperatives organize a total of about 80 summer fairs, during which goods worth 3.5 million rubles are sold. On average, consumer cooperative stores hold more than 4,000 sales exhibitions for the main types of industrial goods--footwear, knitted wear, clothing, fabrics, household goods, school items, haberdashery, recreational and educational goods. Sale-exhibitions of cooking and confectionery items by public catering enterprises are particularly popular with the public.

Among the innovations which have been introduced into the operational practices of the republic's trade enterprises and which create additional convenience for customers are unified centers for the intake of footwear which has failed to last for the guaranteed period due to hidden defects.

In early 1981 the Vilnius Gorpromptorg (City Administration for Trade in Manufactured Goods) established this kind of receiving center. It has at its disposal the necessary separate premises for receiving patrons and storing shoes; it is open every day except Saturday until 22:00. Skilled commodity researchers (and the receiving center has four of them) quickly determine defects, fill out the paper work and return money. All footwear stores and shoe department have signs announcing the location and operating hours of the receiving center.

Unified receiving centers are also beneficial to trade. Previously 16 commodity researchers at footwear stores and trading sections spent up to 50 percent of their working time on receiving this kind of footwear, filling out the appropriate paperwork and sending it to the manufacturers or to the suppliers; this was to the detriment of their primary work, which is checking the quality of goods, studying demand and choosing stock, etc. Today they have an opportunity to better fulfill these functions, to devote their attention to checking on the quality of goods. In turn, the commodity researchers who work in the unified receiving center have become specialized in receiving footwear from the population, they have significantly increased the quality and effectiveness of their work and claims operations. In addition, there has been a noticeable reduction in postal expenditures, and the use of motor vehicle transportation for shipping returned footwear has improved. The footwear collected from the population due to the fact that it did not last for the guaranteed wear period is sent either to local footwear production factories or to Litobuv'torg, the republic wholesale trade base (if the footwear comes from other other republics or is imported). At present this experience is being introduced to other cities in the republic.

The prompt and unlimited (in terms of volume) collection of glass containers on which deposits have been paid is an important condition for improving service to the public. Taking account of the fact that stores are not interested in collecting glass containers, because this is not reflected in the results of their activities, Klaypeda established in 1969 the first self-financing packaging base for the city trade administration. The base was given the functions of buying up glass containers from the population and returning them to industry. The base has at its disposal a storage area of 4,200 square meters, and there are 27 receiving centers for the packaging. The base and the centers have a staff of 120 people. The base operates at a profit; its turnover is increasing constantly. Here is a typical indicator: for a number of years more glass has been collected than is being used for output which is currently being sold in bottles and glass jars. All glass is bought from the population on a regular basis; there are no lines. Since 1979 all of the republic's major cities have had glass depots which operate on the basis of

the Klaypeda experience. Conditions have been created for the establishment of direct links for transporting the glass containers to industrial enterprises.

In accordance with the scheme for siting service sphere institutions and enterprises in rural areas, by 1990 the republic should have in operation 940 comprehensive receiving centers and 260 (House of Services) outlets with comprehensive receiving centers. We would note that at the present time farm units have in operation 957 comprehensive receiving centers and 272 service outlets, i.e., their number is somewhat greater than stipulated by the scheme. However, several of the facilities are located in non-feasible settlements, some of which do not meet present-day requirements. On the other hand, certain settlements which were stipulated in plans for the future have not yet been fully developed. Taking this into account, the plans call for 147 comprehensive receiving centers to be built before the end of the current five-year plan, and this will complete the development of these centers in the republic's farm units.

The experience of the Kolkhoz imeni Kirov in Shalchinskiy Rayon can serve as an example of how fully justified are the funds which farm units direct to the construction of service facilities. In the farm center, where about 1,100 residents live, an outlet with a comprehensive receiving center began to operate in late 1981; it has five work areas. It has three work areas equipped for the sewing and repairing of clothing and work areas for a hairdresser and an appliance repairman, as well as a three-room apartment for employees of the outlet.

The outlet was built through the efforts of the kolkhoz on the basis of a plan by the republic's Ministry of Consumer Services; and the interior was completed by the republic trust for the construction and repair of residential buildings. This outlet meets the kolkhoz members' needs for a majority of the most important services. In the opinion of the farm center's residents, its opening has resolved in a practical way a majority of the problems of everyday services; it has resulted in a significant saving of time and contributed to the kolkhoz's good production and economic results. For this reason the kolkhoz in 1982 submitted a request that equipment be provided in premises allotted by the farm for a self-service laundry and a dry cleaning facility, as well as a facility (with two bays) for servicing and repairing cars. Today these facilities are operating successfully.

By 1983 the following had built or started to build service outlets and comprehensive receiving centers: the Aushra Kolkhoz in Anikshchyayskiy Rayon, the Kupryalishkiy Kolkhoz in Birzhayskiy Rayon, the Kalnenay Sovkhoz in Ionavski Rayon, the

Erzhvilkas Kolkhoz in Yurbarkskiy Rayon, the Upina Kolkhoz in Shilalskiy Rayon and a number of other farms.

Other services, which are related to family traditions and the strengthening of an atheistic worldview, are also developing. Magnificent marriage palaces have been built in Vilnius, as in other major cities of Lithuania. Young parents also come here with their newborns in order to give the child a name in a ceremonial atmosphere.

In life we are visited by grief as well as joy. The greatest grief comes from the passing away of people close to us. They need to be sent off on the final journey with honor. The service employees have taken upon themselves the full weight of concern for them. In cities which come under republic jurisdiction and in a majority of the republic's rayons, complexes for the organization of funerals and civil burial services have been built and equipped according to special plans suitable for the purpose. For example, a carefully designed building for civil burial services has been constructed among the green hills of Vilnius, in a place isolated from noise. The arrangement of funerals frees people from a multitude of troubles, it helps relatives survive a sad event and to feel consoled. At the same time this weakens the positions of the church, which considers itself the legislator of family customs and traditions.

In-home servicing is being expanded. At present the republic has in its rural localities more than 80 vehicles, driven by radio and television repairmen or by mechanics who repair other household equipment, who go out to perform repair services on site. For example, at the present time more than 50 percent of refrigerators and about 40 percent of television sets are repaired in this manner. This is a tangible help and convenience for village workers.

In general, about 65 percent of the total volume of work performed by the everyday service outlets now consists of repairs of household machines and equipment performed in the home for people who have placed an order for this service. In addition, the proportion of "express" laundry service, i.e., service completed within nine hours, increased from 3.8 to 6 percent, and the proportion of orders completed "today for today" in 1982 amounted to 28 percent for laundry and 43 percent for dry cleaning and shoe repairs. The volume of technical assistance provided to amateur drivers in garages and on the roads has increased 5-7 percent.

According to the data from a special study, the proportion of individual urgent orders exceeds 24 percent, and the proportion of orders filled on the basis of other progressive forms amounts to more than 14 percent; this creates greater convenience for

the population and provides a significant savings in time. Work to develop and improve the network of services provided to the public directly at major industrial enterprises, in hostels and organizations also helps to create convenience and save time.

That is a brief review of everything new which has been done in recent years in Lithuania's trade and service sphere to create the maximum convenience for the population. Of course, this work is related in the closest possible manner to improvements in the organization of work by various sectors, to the introduction of the newest achievements of science and technology into manufacturing processes, to the strengthening of the material-technical base and to the improvement of vocational skills and qualifications of personnel. We will examine these question with regard to the specific features of each of these sectors.

The Development of Trade and Public Catering

An important precondition for the formation of commodity resources and the fullest possible development of trade involves studying and predicting demand for consumer goods. At the present time there are 110 demand offices within the republic's trade system, including 75 special subdivisions, where more than 100 employees work who have been freed from other obligations. The Ministry of Trade and the board of the Litpotrebsoyuz have departments which guide the study of demand within their own systems. The republic has a Lithuanian branch of the All-Union Scientific Research Institute for Consumer Demand and Marketing Conditions, which comes under the USSR Ministry of Trade. An Inter-Departmental Council has been established within the Ministry of Trade; it coordinates all work on the study of demand which is carried out by trade, industry and scientific institutions.

For example, on the basis of the annual joint plans of the republic-level ministries of trade and light industry, expanded sales-exhibitions are being organized in which all enterprises, which produce goods in one category--wool and silk fabrics, knitted wear and haberdashery items, etc. participate. In 1982 sales-exhibitions of fabrics and knitted wear were held in Vilnius and other cities. During the sales-exhibitions widespread publicity for current and future product lines is conducted, customers are surveyed by questionnaire, and fashion shows are held. Customers become acquainted with current and planned output of light industry enterprises. New items, which are given a low rating by customers, are not presented at the wholesale fair.

Together with the trading organizations, showings are held of goods in individual product ranges which enjoy moderate demand. During these showings questions of reducing or removing from production obsolete goods or styles which are out of fashion,

etc. are resolved. In 1982 there were showings of hosiery items, children's silk fabrics, items produced according to contract prices, souvenirs, knitted sports wear, silk underwear, items for teenagers and young people. Specific measures have been taken to eliminate existing inadequacies. About 15 percent of the items displayed were not recommended for production. For example, the Shatriya Garment Association stopped producing women's elastic trousers and began producing fashionable trousers made out of velvet fabric from the Combine imeni P. Zibertas. Instead of making more women's slips, the Knitted Wear Association imeni A. Shyauchyunaite increased its output of petticoats to 5,000. The Sparta Factory gave up elastic stockings for which there was no demand to begin producing women's half-wool and elastic tights.

In order to reduce the road which new commodities must travel to reach the customer, the associations and enterprises of the republic's light industry have begun (since the second half of 1981) to produce the first experimental consignments and high fashion items on the basis of contract prices. In 1982, 494 articles and styles of various fabrics, clothing items, knitted wear items, leather and haberdashery items and footwear amounting to 9.4 million rubles (in retail prices) were produced according to contract prices.

Within the system of light industry, demand is studied in company stores and departments. The republic has in operation two company stores and 22 company departments. In these stores demand for current and future ranges is studied in a planned manner on the basis of surveys of customers, questionnaires and the sales of experimental batches of goods. In 1982 the company footwear store of the Kurpayte Association imeni P. Eydukyavichus held four sales exhibitions, five viewing-exhibitions, 22 survey investigations and sold 172 experimental batches of various footwear. Every year before the republic wholesale fair the company store holds an exhibition-showing of prospective styles of footwear, which are being offered by the Association imeni P. Eydukyavichus and the Elyans Association, the Vilnius House of Models and the Raudonasis Spalis Factory.

Every quarter the Kurpayte company store generalizes all the information obtained from studying demand and presents it to production enterprises. On the basis of the store's recommendations, six footwear styles were taken out of production because they were not in demand by customers. For example, since the second half of 1982 the Association imeni P. Eydukyavichus has stopped producing women's footwear made from artificial leather; it has increased its output of fashionable footwear for women, as well as children's footwear, for which there is great demand. The Elyans Association has reduced its production of school shoes with leather soles, and instead it has started to produce sport

shoes with reinforced soles for children and teenagers. The Raudonasis Spalis Footwear Factory does not now produce men's or children's shoes with fabric uppers; it produces insulated men's footwear and school footwear with box-calf uppers, etc.

The textile, garment, knitted wear, leather and haberdashery enterprises receive most of their information on consumer demand from the company sections. Here consumer demand is studied jointly with employees in the trade sphere on the basis of contracts for joint work. In 1982 the company sections conducted 160 questionnaire surveys of customers, including 50 about garments, 56 on knitted wear items, 52 on fabrics, 8 on leather and haberdashery items; 82 customer conferences were held. As a result knitted wear enterprises removed from production 31 styles for which there was no consumer demand, the garment enterprises removed 34 styles, the leather and haberdashery enterprises removed 7 styles, and wool industry enterprises removed 10 patterned fabrics.

The links between light industry enterprises and trading organizations are constantly being improved. Every year a joint plan is compiled of measures to improve the range of goods, to study customers' demand and trade advertising. On the basis of this plan, exhibition sales, in particular, are being held in various stores throughout the republic. In 1982 there were 122 sales exhibitions of knitted wear, garment items, footwear, fabrics and leather and haberdashery items.

The results from the study of demand show that as growth occurs in the general level at which the population is supplied with recreational and household items for long-term use, significant progressive shifts are taking place in the structure of their consumption. To an ever greater degree public demand is oriented to high quality stereo equipment and tape recorders, large-capacity refrigerators, automatic washing machines, electronic watches, etc.

Television has already become one of the most important sources of political, economic and cultural information, as well as of scientific knowledge for the entire population. Many families are replacing black and white sets with color sets or a color TV is acquired as a supplementary set in order to satisfy the frequently differing interests of family members when they choose programs. The widespread dissemination of transistor radios and small television sets is being observed. The sale of such television sets, for example, grew from 534 sets in 1971 to 17,300 in 1982, and their proportion in the total sales of TV sets grew from 0.8 percent to 14.6 percent.

Tourism and collective gardening are being developed ever more broadly in the republic. In this regard, there is rapid growth

in the demand for sporting and tourist items, gardening products and similar goods. The changing demand for manufactured goods obviously reflects shifts in the population's way of life.

The study of the population's food supply is related to measures for implementing the Food Program. In satisfying the expanding public demand, the food industry and trade constantly carry out work to update the range of food commodities. This work is also being carried out on the basis of a study of public demand.

For example, certain successes have been achieved in this area in the non-alcoholic beverage market. In recent years the republic has substantially updated the range of nonalcoholic beverages produced by enterprises of the Ministry of the Food Industry. A number of beverages (Dyushes, Kryushonas, Auksinis ranetas and others) for which there was limited demand were taken out of production. At the same time the output of beverages which use more valuable raw materials is increasing: the beverages Ananasinis and Abrikosinis are produced by adding apple juice, the beverage Svaya is produced using a syrup made from carrots as a base, and Kminy is produced using kummel syrup as a base. The production of dietetic nonalcoholic beverages (using a xylite base but without sugar) which the consumer needs has been started. Production of a tonic beverage called Pektinovyy has begun. From year to year there is an increase in the production of non-alcoholic beverages in 0.33 liter bottles, which are more convenient for consumers; today 20 percent of all non-alcoholic beverages are bottled in this size.

In recent years there has been substantial success (achieved by taking population demand into account) in solving the question of how to increase the production and delivery into the trade network of canned fruit and berry products for children (juices, purees, etc.), which are produced by the republic's canning enterprises. The production plans for canned products to meet children's dietary needs are being met fully in our republic; further, up to 75 percent of the children's canned goods supplied by trade organizations consists of output packaged in 0.2 liter sizes. For example, in 1982, the republic's canning industry supplied trading organizations with 2,693,000 standard jars of fruit and vegetables for children's consumption, or 193,000 standard size jars more than called for by the plan and above the 1981 level (the increase amounts to 7.7 percent).

Large shifts have taken place in the fruit and vegetable supplies being provided to the republic's population. These changes have been facilitated to a significant degree by the establishment of specialized vegetable farms and greenhouse combines near major cities and industrial centers. In terms of production and delivery volumes, these farms are now supplying most of the needs of trade and public catering for all types of vegetables. The

broad and skillful utilization of protected land and the application of polymer film on greenhouses and coldframes makes it possible to prolong the season in which fresh vegetables are sold. The increase in areas of covered ground and improvements in the technology of growing vegetables should result in the sale (before 1 August 1985) of about 15,000 tons of early vegetables--which is 38 percent more than in 1980. During the 10th Five-Year Plan, the plans for purchases of vegetables (other than potatoes) were fulfilled by an average of 109 percent; for potatoes the figure was 116 percent, and for fruit 126 percent. The plans for the purchases of these products were fulfilled successfully in 1981-1982. In the 11th Five-Year Plan purchases and sale of fruits will increase 7 percent in comparison with the 10th Five-Year Plan; for vegetables (other than potatoes) the increase will be 16 percent and for potatoes it will be 17 percent.

The implementation of the Food Program is inextricably linked to improvements in the transportation and storage of all agricultural output, including fruits and vegetables. In all the republic's major cities modern warehouses have been built with a total capacity of more than 80,000 tons, including cooling capacity for 37,000 tons. The warehouses are equipped with the necessary means of mechanization, with active ventilation systems, refrigeration units, equipment and machinery for processing and packaging products. Before the end of the 11th Five-year Plan there is to be construction of warehouses with 27,000 tons of additional capacity; however, taking into account the accelerating growth of demand for fruit and vegetables, in comparison with the increase in warehouse capacity, it is essential to overfulfill the plan by a significant amount. The republic has opportunities to do this.

From year to year ties between trade and agricultural enterprises are being strengthened. The establishment of the Ministry of the Fruit and Vegetable Industry is of great significance in this strengthening process; concentrated within its jurisdiction are specialized vegetable farms and orchards, greenhouse combines, and the functions of purchasing, storing and conducting retail trade in fruit and vegetables. During the season of mass purchases a broad network of intake points to receive the output directly from places where it is being harvested is developed.

The direct ties between farm and store are constantly being strengthened. Currently nearly all the early vegetable output from 33 specialized farms of the republic's Ministry of the Fruit and Vegetable Industry is moved into the retail trade network directly from the places where it is raised. This saves labor, reduces the time it takes to deliver output to customers; the products arrive fresh and they are of high quality. At present there are 103 specialized stores with a trading area of 7,300 square meters in the republic's major cities which belong to the

Ministry's retail trade network for the sale of fruits and vegetables. Self service is used in 84 percent percent of these stores. During the season of mass input of agricultural products the trade network is supplemented by 120 produce stands, and the expanded sale of vegetables and fruits at city markets is organized.

Under present-day conditions private subsidiary farms are an important source of increased resources of meat, milk, potatoes, fruits and other agricultural products which make it possible to more fully supply the population's food needs. Taking this into account, the republic is carrying out work on a planned basis to create for every family residing in a rural locality the conditions for keeping cows and poultry and to make productive use of personal plots.

In Lithuania the rural population amounts to more than 1.3 million people (36 percent of the republic's total population). Nearly 507,000 families are engaged in private subsidiary farming. They are not only kolkhoz farmers, workers and other employees of sovkhoses and state agricultural enterprises, but also employees in forestry, road building, construction departments of various kinds, employees in other departments and in communications, rural teachers, employees of agricultural schools, vocational schools, as well as pensioners. Private subsidiary farms take up about 272,000 hectares of arable land, with an average of 0.5-0.6 hectare per family.

As a result of measures carried out in recent years to develop private subsidiary farms their productivity has increased. There has been corresponding growth in state and cooperative purchases from these farms and the sale of these products to the public. And more agricultural products have begun to appear in the kolkhoz markets. As the 1982 report shows, the private subsidiary farms produced the following amounts per rural inhabitant: 92 kg (slaughtered weight) of meat, 734 kg of milk, 306 eggs, 1,129 kg of potatoes, 153 kg of vegetables and 110 kg of fruits and berries. These figures show the potential which private subsidiary farms have for the formation of food resources.

It is essential to note that the relatively high level of agricultural production in the population's farms has been facilitated by the work which the republic has conducted on the establishment of favorable conditions for private subsidiary farming and continuous assistance with the sale of surplus output. Cattle which are kept on private subsidiary farms are provided with the necessary amount of feed. The population is allotted areas where cows can be put to pasture and hay can be grown. Moreover, the lands are assigned, as a rule, for a lengthy period of time and close to the place of residence, and in certain farm units cultivated meadows and pasture lands are also assigned in this

way. Mixed feed in the amount of 180,000-200,000 tons per year is allotted from state resources to sell to the population; this is mainly in the form of exchange sales for the output of animal husbandry. In addition, the population raises a significant amount of feed on its own private plots. In general, the feed supply of cattle which the population owns is never lower than the supply for public herds, and this ensures good productivity.

Every year the kolkhozes and sovkhoses increase their sales to the public of piglets, chicks and other poultry young, and this resolves for the most part the question of how to supply people with these animals. In 1981 and 1982 the population was sold respectively 679,000 and 716,000 piglets and 4,655,000 and 4,871,000 chicks and other young poultry. In the first quarter of 1983 alone, the population was sold nearly 184,000 piglets, which was 4 percent more than in the first quarter of 1982. In 1982 the average the number of piglets sold in the republic (calculated per 100 families) was 158 and the number of young poultry was 965. This is a correct direction and one which has completely justified itself.

In pig farming rearing the piglets is the most labor intensive process. This work is undertaken mainly by public farms and pig-raising complexes while the rural population buys the piglets at reasonable prices to fatten. As experience shows, this kind of integration contributes to the better utilization of labor resources in the countryside, especially the labor of pensioners and housewives, but the main point is that it has a positive effect on increasing meat production and its sale to the state.

The republic is also devoting a great deal of attention to organizing the reproduction of cattle located in the private sector. In the 70's, as public-sector animal husbandry was intensified, there was a noticeable lag in the productivity of private sector cattle. In those years the state bought a total of 728 kg of milk per private sector cow; in 1982 the figure was 1,974 kg. When examining the questions of how to improve breeding work in animal husbandry, the republic's party, soviet and agricultural organs proceed from the prospects for developing animal husbandry in private subsidiary farms as well. These farms are given assistance with improving the pedigree and productive qualities of cattle. Livestock and veterinary measures, which encompass all cattle and poultry, regardless of whether it belongs to kolkhozes, sovkhoses or individual owners, are carried out without charge to the public. As a result of this approach the indicators for the milk productivity of cows, for example, in private and public farms of many regions are practically identical.

Much is also being done to grant assistance to the population in cultivating personal plots adjoining the farm house. For these

purposes it is recommended to kolkhoz members, manual workers and other employees that of the 0.5-0.6 hectare private plot which they are entitled to, up to 0.25 hectare should be obtained adjacent to the farm house and the remaining portion should be part of the total area of the farm, where there are conditions for the mechanized cultivation of land and for growing various crops, especially spring cereal crops. In 1982, 59 percent of cereal crops and 5 percent of potatoes were sown on common lands for the population in the republic. In subsequent years the proportion of these sowings will grow, and this will make the work significantly easier and make it possible to more effectively utilize the private plots. The farms allot to the population for sowing on the common lands the necessary quantity of high quality seeds; they put fertilizers on the plots and carry out a whole series of projects--from preparing the soil for sowing to bringing in the harvest and delivering it to the population. The kolkhoz members, workers and other employees of sovkhoses are assessed according to established rates for these services. This kind of practice for raising potatoes, for example, reduces labor expenditures 3-5 fold.

Table

Sales Dynamics of Surplus Output from Private Subsidiary Farms in the Lithuanian SSR, thousands of tons

	Sold to the State			Sold to Consumer Cooperatives			Sold at Kolkhoz Markets		
	1980	1981	1982	1980	1981	1982	1980	1981	1982
Cattle and Poultry	64.8	72.0	85.4	1.2	1.1	2.3	3.8	3.1	2.4
Milk	541.0	562.2	632.2	--	--	--	9.8	9.3	9.6
Eggs, in millions	---	---	---	0.6	0.8	2.0	118.7	118.7	120.2
Potatoes	86.5	100.9	133.6	1.9	1.1	4.8	76.4	42.0	63.7
Vegetables	1.4	3.5	5.1	6.4	7.0	5.7	23.9	27.8	35.5
Fruits and Berries	67.5	110.3	62.3	5.2	6.7	6.2	12.0	17.8	14.5

All vegetable farms which have greenhouses raise seedlings of tomatoes, cabbage and other market garden plants for sale to the population. Horticultural establishments also breed for sale to the population seedlings of fruit and berry crops which have been adapted to particular regions; this helps to improve the variety in individual gardens.

Nor has the expansion of animal husbandry in subsidiary farms been neglected. In particular, sovkhoses, upon agreement with local trade union committees, pay off up to 50 percent of the credit which is granted for the acquisition of cows and heifers to manual workers and other employees who perform conscientiously at these enterprises, as well as to teachers and doctors who work and reside within the farm unit. In order to provide young families with a farm, young cattle are issued to them free of charge and they are given assistance in the construction of yard buildings. Similar benefits are also granted by kolkhoses. In 1982 kolkhoz members, manual workers and other employees were issued 485,000 rubles in credits to acquire cows and heifers; this was 13 percent more than in the previous year.

In recent years the population has received increased assistance in developing rabbit-breeding. In order to improve the breeding qualities of rabbits which are raised by the public, the sale of 7,000-9,000 pedigreed rabbits per year has been organized. The production of cages to keep the rabbits and the sale of metal netting has been organized. All regions have rabbit-breeding societies, which bring together more than 4,000 people. In addition, 130 general education schools raise rabbits. Exhibits and sales of rabbits are arranged in all regions in order to publicize rabbit-breeding.

In order to encourage the raising and selling of rabbits in our republic rabbit breeders are sold concentrated feed calculated on the basis of 5 kg of concentrated feed per 1 kg of live rabbit weight sold to the state and 8 kg for 1 rabbit skin sold to a procuring organization. As a result 460-660 tons of rabbit meat (live weight) and 279,000-290,000 rabbit skins per year have been bought from the population of our republic in recent years. In addition, the population uses a significant portion of rabbit breeding output for personal use.

There has been a shift to construction of single-apartment homes with farm buildings for the maintenance of livestock for kolkhoz members, manual workers and other employees of sovkhoses, and this shift has contributed in significant measure to the establishment of more favorable conditions for private subsidiary farming. The area of the personal plot allotted has been increased to 0.25 hectares in rural localities and urban type settlements for the construction of individual homes has been increased to 0.25 hectares.

The republic's Ministry of Trade and Consumer Cooperatives and the Ministry of the Fruit and Vegetable Industry have established a network of specialized stores to meet the needs of people who have private subsidiary farms and orchards for agricultural implements, fertilizers, pesticides and seeds. Goskomsel'khoztekhnika (State Committee for Supply of Production Equipment for Agriculture) is implementing measures to organize hiring centers for machinery and equipment to help the public cultivate private plots and collective gardens and to repair garden implements. The ministries of consumer services and of the forestry and timber industry have arranged to manufacture prefabricated wooden sheds for gardeners.

A fairly extensive network of receiving centers for procurement organizations has been organized in our republic to create for the public the maximum convenience in selling surplus agricultural output. For example, within the system of the Ministry of the Meat and Dairy Industry the purchase of milk is carried out at 3,700 points, which service about 43,000 places in a circular collection areas; cattle are purchased at 48 permanent centers.

In our republic a definite order has been established in the relations between the public, on the one hand, and the farms and enterprises of the meat and dairy industry on the other. The milk receiving centers, which come under the jurisdiction of the Ministry of the Meat and Dairy Industry, purchase milk from the public on the basis of contracts with farms. The people who receive the milk are staff members of the milk combines, and they represent simultaneously the interests of the public and the respective farm where the receiving center is located. They receive supplementary wages (paid by the farm units) amounting to 30 percent of the guaranteed earnings for their basic job. They are materially responsible to the farm.

A substantial amount of work has been done on the broad development of contractual relations between kolkhozes, sovkhoses and other agricultural enterprises, on the one hand, and private subsidiary farms on the other. The large state and collective farms have introduced the position of deputy chairman (director) or specialist for developing production on the private subsidiary farms, as well as for purchasing agricultural output from the public.

In order to encourage the public to sell animal husbandry products on a contract basis the republic, as already noted, has in operation a procedure for exchange sales of mixed feed from state resources. For every kilogram of milk sold to the state, the seller can buy 0.2 kg of mixed feed, and for every kg of pork (live weight) he can buy 2 kg of mixed feed. Returning to the seller a certain portion of skim milk--up to 30 percent of the milk sold to the state--also contributes to the growth of milk production in the private agricultural sector.

As a result of the work to stimulate the development of the private subsidiary farms by the public and to organize the purchase of the surplus agricultural output which they produce a rural household sold to the state in 1982 an average of 268 kg of meat (live weight) on the basis of contracts with kolkhozes and sovkhoses.

The 11th Five-Year Plan also calls for the development of subsidiary agricultural production within the Litpotrebsoyuz, mainly at public catering enterprises, through the use of food wastes. There are already 39 pig sties in operation, in which more than 4,000 pigs are being fattened to the bacon stage. In 1981-1982, 10,300 tons of additional meat were obtained; the plan was 103 percent fulfilled.

A substantial resource for increasing the volume and expanding the range of manufactured goods which are in mass demand lies in increasing the effectiveness with which waste products from basic production in various industrial sectors and local raw materials are utilized in manufacturing them.

In 1982 the range of goods manufactured from production wastes, or with their use, amounted to about 220 items. They include a small, soil-cultivating, manual gardening instrument, containers for collecting fruit, bee-keeping equipment, grates for tubs, enclosures for trees and other items. Wastes from sheet steel are used to produce enamelled jugs and bowls; aluminum wastes are used to make filters for basins and feeders. High pressure polyethylene is used in making household and children's bags, and certain kinds of dolls. Scrap lumber from deciduous species is used for dryer trays for flowers, for "Learn to Build" sets, for counting rods; coniferous species are used for packing boxes. The polystyrene wastes from the Alitus Refrigerator Plant are used by the Neringa Cultural Goods Combine to manufacture clothes pegs for laundry and soap dishes. The Rudishkskiy Woodworking Combine uses wastes from wood-fiber sheets of the Grigishkes OBK (not further identified) to make parts for portable baby carriages, and the Shilas Wood Working Enterprise uses them to produce packing boxes. Wastes from pressed amber from the Kalinigrad Amber Combine are used at the Druskininkay Art Objects Enterprise, which produces various decorations from amber using metal, wood, etc.

In 1982 light industry enterprises used production wastes to manufacture output worth 8.3 million rubles, including consumer goods worth 2.55 million rubles. These include cotton items for infants and toddlers, linen kitchen towels, aprons, hosiery and a number of other goods. In consumer goods shops, 26,000 meters of measured scraps and 50.8 tons of weighed scraps, i.e., 80 percent of the wastes from garment production are reprocessed. In order to better utilize these wastes comprehensive plans are being compiled for sewing consumer goods from small end pieces and scraps which come from between patterns after cutting. For example, the Suduva Garment Factory uses scraps of cotton cloth

produce children's pants, scarves, oversleeves, diapers and pillow cases; the Zhuvendra Production Association makes cotton pillow cases, "Lesson in Labor" sets and "Learn to Sew" kits. Wastes from cloth and worsted production are used to manufacture yarns and nonwoven materials.

In the knitted wear industry, wastes are used to produce nonwoven materials, to manufacture balls of woolen yarn, woolen thread for knitting, children's mittens and skirts, household sacks and liners. Wastes from the leather industry are used to produce beach and walking sandals for women, indoor footwear, belts, soles, covers, souvenirs, etc. In 1982 enterprises of the Ministry of the Furniture and Wood Processing Industry utilized for manufacturing needs more than 100,000 cubic meters of scrap lumber, from which 30,000 cubic meters of splint slabs and fiber boards were produced, and 1.6 million rubles worth of consumer goods were manufactured. They included bathroom cabinets, shelves for television sets and books, children's stools and other pieces of furniture.

The production of consumer goods from wastes is attracting more and more enterprises in the machine building and other industrial sectors for which mass demand items are not typical. In 1982 the production of output from wastes amounted to more than 8 million rubles, including 5.3 million rubles worth of consumer goods. For example, the Vilnius Plastics Goods Plant turns used polyethylene film into gardening hoses, small flower pots, dustpans and other items. The enterprise uses wastes to produce output worth about 2 million rubles and saves about 140 tons of "new" polyethylene worth 300 rubles per ton.

Local industry is making a significant contribution to increases in the output of consumer goods through more efficient utilization of local raw material resources and production wastes. In the republic the basic raw materials for this industry consist of mineral raw materials (clay, sand), vegetation (willow rods, straw, reeds and others), raw materials of animal origin (bones, skins, yarn made from sheep's wool). For this reason local industry specializes in the manufacture of ceramic, pottery, leather and woolen items.

In addition to local raw materials, enterprises of the republic's Ministry of Local Industry are also making broad use of wastes from the primary production of other industrial sectors. In 1982, local industry used 1,192 tons of metal wastes, 10,200 cubic meters of scrap lumber, 56,500 square meters of wastes from wood fiber boards, 19,300 square meters of splint slabs, 508,300 meters of cloth wastes, 165.3 tons of plastic wastes and other wastes. The output of consumer goods from local raw materials and wastes amounted to 13.1 million rubles. In 1982 local industry started to produce more than 70 new commodities for recrea-

tional, education and household purposes from industrial wastes and 131 items made from local raw materials. Every year the range of goods made from these types of raw materials is 35-40 percent revised. At the technical and esthetic level of items is increasing. At the present time 71 ceramic items (22.5 percent of the total amount) are delivered to the trade network with the State Seal of Quality. A total of more than 270 ceramic items is produced. These include sets for milk, juice, kvas, fortified drinks, as well as flower vases, souvenir dishes and other items, which are enjoying increased demand.

A republic exhibition was organized in 1982 to show the unused opportunities for increasing the production of consumer goods from local raw materials and wastes. The results were generalized and recommendations were adopted on the further improvement of collecting industrial wastes and for interesting more enterprises in the manufacture of consumer goods using local raw materials and production wastes.

Every year Lithuanian SSR Gosstab compiles and sends to enterprises which produce mass demand goods a bulletin about unused industrial wastes, which are being formed in the republic. In 1983 a permanent exhibition of unused industrial wastes and secondary raw materials formed at the republic's enterprises was opened at the head packaging-repair enterprise of the Littara Association. Upon the suggestion of Lithuanian SSR Gosplan an experimental specialized store to sell ferrous metal wastes suitable for further utilization by the public was opened in Vilnius at the Vtorchermet Republic Production Association in order to improve the use of ferrous metal wastes. These wastes include, for example, the blocks of various engines, units of machinery written off by enterprises, as well as elbows and other pieces of pipe, etc.

In addition to improving the variety of goods, definite work is being done as well to raise the level of technological processes in trade and to develop its material-technical base. For example, a new system of commodity movement using container equipment has been used for the first time in the municipal trade of Klaypeda. We will consider its basic features. When the Draugiste Department Store in Klaypeda opened after renovations, many were surprised by the unusual form of trade at this enterprise. Instead of shelves and counters, the building was filled with rows of containers, filled with goods. This marked the beginning of a new direction in the development of trade.

With the traditional trading methods, the item is moved from place to place up to 20 times before it reaches the customer. But now, however, no one touches it from the time it is put in its container in the production unit until the time it is sold. In this way manual labor is saved, customers are given faster

service, and more effective use is made of warehouse and trading premises as well as means of transport.

Today this progressive new system of commodity movement has become the predominant one in Klaypeda trade. Substantial efforts were required to create and introduce it. The entire network of foodstores and warehouses has undergone capital reconstruction using its own resources. The trade administration took upon itself all the concerns related to the re-equipping of motor vehicles and container carriers. Specialists at the trade administration created a sturdy, cheap type of container which is easy to manufacture, and they themselves arranged for its production. About 60,000 containers were produced, and they have been used to equip the trading organizations and industrial enterprises of Klaypeda, Palanga and a number of other cities.

The industrialization of trade has also given rise to a completely new system of commercial ties. For example, motor transport enterprises have received significant advantages from the introduction of the industrial system of commodity movement. The useful load of motor vehicles has increased several-fold. Previously a vehicle was put at the disposal of a large number of suppliers, and frequently it would happen that somewhere it would be only half used, but departmental barriers prevented its redistribution. Now the transportation--forwarding--dispatching department of the city trade administration gives orders to the transport vehicle. Vehicles have taken on maximum loads and instead of 3-4 tons of cargo per shift, they now deliver 15-16 tons. On the basis of an evaluation by specialists, the theoretical economic effect of the application of the industrial system of commodity movement in Klaypeda is judged to be 2.6 million rubles per year.

Next in line is the introduction of the industrial system of commodity movement for municipal trade in manufactured goods. Definite work has also been done in this direction. In particular, the most complex part of this problem is being successfully resolved: the mechanization of the warehouse operations for commodities. Automation and electronics are coming to the rescue. In 1981 a mechanized warehouse complex, the SMK-2, for household goods was put into operation. And now electronic equipment controls all the transfer and search processes at the warehouse. A computer center carries out all the warehouse accounting and preparation of the trade-transport documentation. Special containers have been manufactured for storing goods on shelves and delivering them to stores. Goods are being transferred in these containers on an experimental basis from the warehouses of the republic's Litkhozorg base. In 1982 four more mechanized warehouses went into operation using the container method of storage for goods, where freight operations are carried out by means of

manually controlled stock-piling machines. In 1983 two more warehouses of this type were handed over for use.

The mechanization of warehousing operations for goods has provided the opportunity to shift about one third of stores selling manufactured goods to operations which use container equipment.

However, employees of Klaypeda trade have many things ahead of them, including as a top priority the need to search for efficient types of container equipment for nonfood commodities, as well as optimal solutions for problems of technological processes. The program approved by the gorispolkom and the republic's Ministry of Trade for the comprehensive rationalization of trade calls for the completion of all this work by the end of 1985.

The party organization, deputies of the city soviet and the people's controllers are extending a great deal of help with the establishment of a new system of commodity movement. Twice in recent years questions of trade development, including the application of scientific-technical progress, were discussed at sessions of the municipal soviet of people's deputies. The deputies monitor these questions constantly. The all-around support for the initiative of the trade employees has become a stimulating force in this work, one which arouses people to search more actively for production reserves and to show concern for the resources which can be saved through the application of those reserves.

Throughout the republic's system of state trade, containers are used in 280 food stores and in 250 stores in the Litpotrebsoyuz system. This makes it possible to reduce auxiliary premises because as much as 90 percent of the commodity volume is located in the trading (sales) premises, and consequently it is possible to increase the trading area and to make stores more convenient for customers.

The industrialization of commodity movement in the republic, which is gradually encompassing nonfood commodities as well, is being carried out with particular energy within the system of the Ministry of Trade. Most of the attention here is concentrated on the products list of the Litobuv'torg, Littorgodezhda and Litkhoz'torg wholesale bases. As part of the work of applying progressive technology to commodity movement and the organization of footwear sales from container equipment, specialists from the Litobuv'torg base, for example, have constructed and are successfully using a modular, multi-tiered container. Esthetically, it has a pleasant appearance; it is simple to manufacture, and it is convenient at all stages of commodity movement--from wholesale base warehouses or the dispatch office of the shoe factory, in

motor vehicles and on to the selling premises of the store. It is compact when it is used for storing and transporting footwear; and when it is used as equipment in the selling area, it unfolds and consists of shelves two meters long. The container is universal: it can also be used for selling haberdashery, office supplies, toys, sporting goods and certain other commodities. The container is already being used successfully in many municipal containerized shoe stores and sections.

Specialists have now constructed a cassette container, which is suitable for a number of manufactured goods. Containers of this type are being used successfully, for example, in Klaypeda's large Saturnas Household Goods Store. The insertable cassette can be quickly replaced when needed, and this makes it possible to use the container for various types of goods. This innovation makes it possible to manage with a much smaller number of containers.

Organizing the storage, commodity movement and sale of footwear from container equipment and mechanizing operations throughout the cycle require that shoe warehouses at the wholesale base and the dispatch office of footwear factories be re-equipped; this has been done in some places and is in the process of being done in others. It is also being done in stores, and the entire transportation-manufacturing system has been changed. All this has made it possible to increase the capacity of warehouses and selling premises. Not only can the stores accommodate significantly more shoes, but the customers have increased selection, and the need to inspect the quality of the shoes is eliminated because the base or the factory carries out a complete quality check when it puts the goods into the container equipment upon receipt of an order from a trading enterprise. This technology for storing, transporting and selling shoes provides a significant economic benefit: about 270,000 rubles were saved in the footwear trade of Vilnius in the years 1980-1981.

A substantial modernization of the warehouses of the republic's Littorgodezhda wholesale trade office has been carried out in accordance with the new technology for receiving, warehouse processing, unloading, shipping, as well as selling clothing. New, high metal racks on which significantly more goods can be stored have been installed. To better utilize the height of warehouses and for transportation special standing pallets have been developed and are being used: suits, dresses and other clothing are placed on the hangers of these pallets. Special containers are raised by electric stackers to the very highest shelves of the racks and they are removed from these shelves as well. However, the use of containers frequently is limited to the delivery of clothing to subsidiary premises of stores. It is essential to expand as well the sale of clothing from the containers.

The selling of household goods is also being industrialized. At present varnishes, dyes, solvents and a number of other commonly used chemical commodities, as well as crystal, china and ceramic items, which do not come in standard packaging are now being supplied to the trade network in container equipment. Standard universal containers, vans with a side that releases and electrical handling equipment are being used for this purpose. The Litkhozorg base, along with the Vilnius Litbytkhim Production Association, has introduced container delivery of everyday chemical products directly from manufacturing enterprises to stores in the capital. As a result, manual labor has been completely eliminated in loading and unloading operations, downtime for railway cars has been reduced, the time required to deliver goods to stores once they are chosen has been reduced from 7 to 2-3 days, and warehouse commodity turnover has been doubled without increasing warehouse area.

Packaging constitutes an important prerequisite for mechanizing manufacturing processes and for improving the level of refinement in trade and the economical expenditure of foodstuffs. At the present time the following are sold in small packages in our republic: nearly all confectionery items, about 70 percent of animal oil, more than half of the sugar, 43 percent of the flour, 32 percent of fermented cheeses and groats and 17 percent of sausage products. More than 40 percent of the total volume of commodity packaging is carried out within the trade system, where industrial type packaging units have been set up.

The employees of these units are showing initiative in the use of the available equipment. For example, the automatic equipment for packaging butter in 250 gram and 200 gram packets have been adapted to producing 100 gram packets. An innovation in the the packaging of sausages and cheeses, which was proposed in 1981 by the efficiency experts at the Kaunas Cold Storage Warehouse and Distribution Center of the republic's office for wholesale trade in meat and dairy products, is worthy of particular attention. They had here an AI/IUL automatic machine, manufactured by the Kapsukas Automatic Food Equipment Plant, which was designed for packaging fish and fish products in a carbon dioxide environment. By changing a number of parts in the automatic equipment, the efficiency experts adapted it to package cooked sausage products and cheeses. Packaging sausage products and cheeses in an atmosphere containing a 10-percent concentration of the gas increases the length of time their taste qualities are retained. The automatic equipment has a productivity level of 1,700 packages (each weighing 200-350 grams each) per hour, and a yearly economic effect of nearly 17,000 rubles.

As present-day experience shows, only a comprehensive approach can and indeed does lead to substantial results in the intensification of labor and to the more rapid recovery of

material and labor expenditures for renovation. The comprehensive rationalization of trade is the basic direction in the application of the achievements of scientific and technical progress and in the improvement of work effectiveness. In the Lithuanian consumer cooperative societies, for example, rationalization means renovating and expanding the existing trade network as well as technically re-equipping it, introducing optimal technology and organizing the sale of a complex range of goods in general and specialized stores, bringing everyday commodities closer to the population and improving advertisements. The search for and utilization of available labor, material and financial reserves for increasing the quality and effectiveness of the operations of every trade enterprise has become very important work. All efforts are being concentrated in a consistent manner in the individual regions, which are being treated comprehensively. All enterprises in the rayon potrebsoyuz or the rayon consumers' society, both in retail trade, as well as in public catering and the wholesale unit, are being subjected to rationalization.

The renovation of trade enterprises, the improvement of trade-technological processes and the efficient utilization of modern trade equipment all contribute to increases in the area which selling premises have available for the display of goods. This gives rise to opportunities to accommodate a significantly larger number of goods and to increase sales of these goods; it also creates additional convenience for customers. In the comprehensive rationalization process much work is being done to classify by type and to specialize the trade network. Specialized stores for furniture, children's goods, household goods, equipment of various types, etc. are being opened in the rayons. Within stores the goods are grouped according to consumer units. A list of the range of products with an indication of the kind and varieties of goods is being worked out for each store.

During the 10th Five-Year Plan a comprehensive rationalization was carried out in 26 rayon potrebsoyuzes and rayon consumers' societies, as well as in 1,600 retail trade enterprises. A hypothetical savings of trading area amounting to 4,500 square meters was obtained; this corresponds to new construction of two major department stores. One of the most important aspects of the economic effectiveness of comprehensive rationalization lies here. During the 11th Five-Year Plan comprehensive rationalization will be carried out in 18 more rayon potrebsoyuzes and rayon consumers' societies, and 1,200 trade enterprises will be completed. The increase in the trade network within the system will amount to 16,000 square meters in the five-year period. In 1981-1982 and the first half of 1983, eight rayon potrebsoyuzes and rayon consumers' societies were rationalized; as a result, 5,600 square meters of selling area were freed up. Particular atten-

tion is being devoted to the construction of stores in rural areas using the resources of the kolkhozes and sovkhoses.

Public catering has also been widely developed in our republic. At present public catering within the state trade system has nearly 1,700 enterprises with 134,500 seats. At the same time the cooperative societies of Lithuania can seat 136,000.

The republic's public catering, especially within the state trade system, is shifting to an intensive path of development, thus ensuring a significant increase in work effectiveness. In 1982, the growth--stipulated by the plan--in the commodity turnover of public catering, including the production and sale of its own output, was achieved without increasing the number of employees. The measures which are helping to resolve this timely problem include the centralized preparation and the delivery to enterprises of intermediate products which are already largely prepared. At present the needs of food enterprises for intermediate meat products are met almost completely; the need for cleaned potatoes is 80 percent met, the need for intermediate fish products is 50 percent met, and the need for prepared raw vegetables is 18 percent met. By the end of the 11th Five-Year Plan the needs for intermediate meat and potato products will be fully met, the need for fish intermediate products will be 75 percent met, and the need for intermediate vegetable products will be 50 percent met. The centralized production of concentrated bouillons and sauces, which make it possible to reduce labor intensity 2.5-3-fold contributes to intensification.

Much is being done to mechanize the production operations and serving processes in workers', student and school cafeterias. Already in operation here are more than 80 lines for putting together and dispensing complete lunches, including the already mentioned Ritmas system. A color documentary film entitled "The Minutes of the Lunch Break" has been made to disseminate the principles and experience gained in operating this system.

The republic's public catering employees are devoting a great deal of attention to the widespread introduction of the brigade forms of labor organization and payment. The comprehensive trade-production brigades have received the widest dissemination at small and medium-sized public catering enterprises which are open to everyone, as well as in cafeterias at industrial enterprises and educational institutions. These brigades include kitchen workers and those who work in the selling area, carrying out a set of technically diverse, but inter-related operations which encompass the complete cycle from the production of output to the serving of patrons. This form of organization provides for the efficient utilization of workers' time and increases labor effectiveness. In order to ensure interchangeability, the workers of these comprehensive brigades, as a rule, know one or

even several jobs in addition to their basic trade. All large kitchens and pastry departments have specialized brigades, which separately bring together production employees and those who work in the actual dining area.

The brigade form for the organization and remuneration of labor most fully meets present-day requirements for the scientific organization of production. Its main advantage in public catering lies in the efficient utilization of workers' time, the accelerated growth of labor productivity, the interchangeability of employees, the increase in output and the improved quality of the food, including pastry items. This system makes it possible to better utilize the incentive role of earnings, it helps to raise the level of interest which the workers have in increasing the volume of commodity turnover with the least possible number of personnel. For this reason this system of labor payment is widespread in our republic.

In particular, we use the output and rate norms worked out by the Lithuanian SSR Ministry of Trade on the basis of the experience and methods of the Ukrainian Scientific Research Institute of Trade and Public Catering Facilities. These norms are used as the basis for remunerating the labor of cafeteria production employees in categories I and II, as well as for those in confectionery departments of public catering enterprises. As a result of introducing the brigade organization of labor and the norms in just the confectionery departments within the system of the republic's Ministry of Trade during the years of the 10th Five-Year Plan the labor productivity of the confectionery workers increased 23 percent; 185 people were conditionally released, and the savings in the wage fund amounted to nearly 800,000 rubles.

In 1982 the introduction of these same measures in 33 Kaunas cafeterias made it possible to increase labor productivity by 17.5 percent in comparison with 1979, to conditionally release 69 production employees and, as a result, to obtain a savings of 122,000 rubles in the wage fund. However, the main point here is that the interest in producing expensive--mainly meat--dishes, which exists when labor is paid on the basis of the gross value of output produced, disappears. For this reason more inexpensive dishes, which are made out of potatoes, vegetables, flour and fish and which are in greater demand, are beginning to be produced, although they are labor-intensive.

The republic's consumer cooperative societies are also devoting much attention to public catering. Most of their cafeterias are comfortable and have good production premises; they are adequately supplied with good reliable kitchen utensils, dishes, technological and refrigeration equipment. Good results in the organization of public catering have been achieved by those

rayons in the republic, in which cooperative societies work closely with the local soviets and with the management of the kolkhozes and sovkhoses. The collective and state farms supply their own cafeterias with fresh meat, vegetables, potatoes and milk.

For example, the cafeteria at the Paezheris Kolkhoz in Panevezhskiy Rayon was built in 1978 with kolkhoz resources and handed over to the members of the cooperative society to operate. Every day the cafeteria menu contains Lithuanian national dishes, pastry and rolls. The cafeteria collective is fighting for the title of brigade of communist labor. Catering for rural workers is well organized here. During the period of intensive work at harvest time, hot food in thermal containers is brought to the farmers directly at their work sites.

The ispolkom of the Apilinkovyy (rural) Soviet is working closely with the cooperative societies in the rayon. The deputies constantly show interest in the food facilities provided for kolkhoz members, and they extend help of all kinds. Business-like economic relations link the members of the cooperative societies to the grain growers as well. The kolkhoz governing board, the party and trade union organizations also devote attention to the feeding of kolkhoz members. In order to ensure that the lunch table for the kolkhoz members is always laden with fresh caloric food the kolkhoz continuously supplies its own cafeteria with agricultural products on the basis of plan costs. The kolkhoz also helps to ensure that the cafeteria is well equipped--the latter takes first place in the competitive inspections held in the rayon.

The consumers' cooperative societies of Lithuania are improving the organization of catering for the coming generation. All secondary schools, vocational-technical schools and 60 percent of the eight-year schools have permanent cafeterias. Pupils at eight-year schools which do not have cafeterias are fed in kolkhoz and rural cafeterias, and hot lunches are delivered to them in thermal containers. Many school cafeterias have set up systems under which meals are paid for in advance, and this makes it possible to serve the school children more quickly; it also makes it possible to improve the quality of food which is being prepared. Tables at which the children themselves collect the lunch money are being organized. The lunch facilities are set up with consideration for the age groups of the school children. The school cafeterias are given first priority in receiving food supplies.

Public catering enterprises in the village prepare not only lunches, breakfasts and suppers, but also intermediate products, pastry and other cooked items, as well as soft drinks. The production of additional output in rural cafeterias makes it

possible to better meet the needs of the rural population. In 1982 per capita sales of intermediate products amounted to 3.89 rubles (in Latvia the figure was 3.37 rubles, in Estonia it was 3.43 rubles, in Belorussia it was 2.89 rubles and on the average for the Tsentrosoyuz (Central Union of Consumer Cooperatives USSR) it was 1.74 rubles), and for pastry it was 10.13 kg, which was also much greater than in the neighboring republics and the Tsentrosoyuz in general. An analogous situation exists with culinary items and soft drinks. The wide variety which this gives rise to makes cooperative-sector public catering very popular.

In the effort to achieve good results in the work of the republic's trade and public catering, as throughout the country's national economy in general, the main factor is people, their attitude toward work and their interest in the results of that work. As Comrade Yu.V. Andropov noted in a speech at the June (1983) plenum of the CPSU Central Committee, "the main productive force is, of course, the human being and his labor."

The republic's system of trade and public catering now has tens of thousands of people employed in various specialities and trades, of which nearly 4,000 have higher education and 24,000 have secondary education; about 14,000 have completed vocational schools. The vocational trade-cooking schools train most of the sector's personnel in the mass trades. Five of the republic's cooking-trade schools turn out annually an average of 2,500 salespeople, cooks, cashier-controllers and pastry cooks.

More than 14,000 people have gained the means to earn their livelihood from the Vilnius Secondary Vocational-Technical School during the years that it has been in existence. It should be noted that on the basis of the results of the all-union review of the state of training and skill upgrading for 1980-1981, the school was awarded the challenge Red Banner of the Komsomol Central Committee (i.e., the banner which moves from institution to institution as it is won) and the First Degree Diploma. But instruction at vocational-technical schools, no matter how well it is organized, gives the graduates theoretical knowledge for the most part. The graduates come face to face with customers only outside the school walls; and it is here in the production unit that they do not always demonstrate those skills and qualities which are essential for an employee in the service sphere. For this reason the trade-cooking vocational-technical schools should use methods which combine theory with the practice accumulated in the provision of everyday services in the republic, which will be discussed in the next section.

At the present time the quantitative indicators show that the state system of trade and public catering in the republic is fully supplied with personnel employed in the mass trades. The

opportunity has been created for more attention to be given to the quality of specialists--to their retraining in schools and production units. The curricula of vocational schools have come to include, in addition to the specialized disciplines, the teaching of the foundations of esthetics and ethics, practical work in professional terminology and other disciplines which contribute to the enrichment of the students' general and vocational knowledge. The production instruction teachers at these schools are themselves constantly improving their skills at the best enterprises of trade and public catering.

The mentor system is an important means of assigning young specialists and of teaching them what they need to know. Young people take their first steps in practical vocational activity with the help of experienced patron-mentors. The system of the republic's Ministry of Trade has more than 2,200 mentors, who are in charge of more than 3,000 young trade workers. In addition to sponsorship, other important issues which presently are being resolved by public organizations and the management of collectives involve concern for improvements in working, living and recreation conditions and for the establishment of optimal working schedules, as well as the development and application of incentive systems for the payment of labor.

The labor of many trade and public catering collectives and of the outstanding workers of the industry is highly appreciated. For example the Vilnius Central Department Store fulfills in a stable manner its plan targets and socialist obligations, and it is constantly improving its operations. There is eloquent evidence of this in the fact that during the 10th Five-Year Plan the collective was six times awarded the challenge Red Banner of the USSR Ministry of Trade and the Central Committee of the Trade Union of Workers in State Trade and Consumers' Cooperative Societies (TUWSTCCS) for victories in socialist competitions, and for high financial and economic indicators. As the winner in the 1981 All-Union socialist competition the Vilnius Central Department Store was awarded the challenge Red Banner of the CPSU Central Committee, the USSR Council of Ministers, the AUCCTU and the Komsomol Central Committee and, and it was listed on the Honor Board of the USSR Exhibition of National Economic Achievements.

The Aushrine catering complex for employees of industrial enterprises in Vilnius is one of the better collectives. The results achieved by this complex and the high rating given to them are reflected in the fact that in a number of quarters in 1976, 1978, 1980 and 1982, this collective was a winner in the all-Union socialist competition. In 1981 the Aushrine complex was recognized as a model public catering enterprise.

Service innovations include dispensing lunches during break time to parents and their children. This form of service is used in

the cafeteria of a calculator plant and is very popular. The Seklichya Cafe at this plant systematically organizes recreational evenings, discotheques, meetings with war and labor veterans and with figures from the world of culture and science. Many other collectives in this sector are also among the best.

Mention should also be made of the many skillful managers and organizers in the field of trade, as well as efficiency experts and innovators, outstanding workers, master craftsmen and excellent specialists. V. Yankauskas, communist and head of the Shyaulay Trade Administration started as a refrigeration mechanic at one of the enterprises of this same trade administration. Now he successfully directs the city's trade. B. Lekavichene, director of the Vilnius Central Department Store, has had an interesting and eventful career. They both finished VUZ's while working, and today they serve as a good example to young people of how one can earn trust, respect and authority through honest labor and an active life position.

Or, A. Likhtinshayn, for example, the head of the Klaypeda Trade Administration, who has directed that city's trade for 32 years. He is an experienced, skillful manager who takes initiative. Under his leadership and at his personal initiative, trade in Klaypeda has become well known throughout the country for its innovations, including the introduction of progressive forms and methods of service. A. Likhtinshayn is a winner of the republic's State Prize, an honored employee of Lithuanian SSR trade, a holder of the Order of Lenin and two orders of the Labor Red Banner. A number of other managers of state trade organizations also organize their work effectively.

The Lithuanian Potrebsoyuz system presently employs more than 14,000 specialists with higher and secondary specialized education, and this comes to 22 percent of the total number of employees. A well-run system for training personnel in the mass trades has been established here. The main form of this work lies with 47 enterprise-schools. A number of rayon potrebsoyuzes have two or three schools in operation. They have been established at the best enterprises, supplied with up-to-date equipment and they use progressive labor methods.

An important aspect of these enterprise-schools is that they are located in the rayons and are attended by local boys and girls, who, upon finishing the schools, return to work in their place of permanent residence. This eases the housing problem and, as a consequence, it helps personnel to become established and stay in their jobs, and it helps to raise the level of trade.

The republic carries out purposeful work on the vocational orientation of young people. The enterprise-schools hold open houses for this purpose, and they organize meetings with graduates of

secondary schools. The rayon and republic newspapers carry stories which acquaint young people with vocational opportunities in trade. Every year about 1,500 people enter the enterprise schools.

The enterprise schools of the Lithuanian Potrebsoyuz achieve relatively good results in the all-union reviews of the state of training and skill upgrading programs for young workers in trade and public catering. The winners in these reviews have been the pastry department-school of the Ionishskiy Rayon Potrebsoyuz, the department store-school of the Alituskiy Rayon Potrebsoyuz, the restaurant-school of the Kapsukskiy Rayon Potrebsoyuz and the department store-school of the Telshyayskiy Rayon Consumers' Society. On the basis of the 1982 review results, the enterprise-schools of the Klaypeda Fishing Cooperative, the Skuodasskiy Rayon Consumers' Society, the Kretingskiy and Ionishskiy Rayon Consumers' Societies were awarded certificates of honor by the Tsentrosoyuz and the Central Committee of the TUWSTCCS.

As in the state trade system, the mentors have a large role to play in helping young workers to adjust and learn their jobs in the cooperative sector. All the republic's cooperative organizations have established councils of mentors for young people, and the practice of awarding pennants to the best mentors has become established. Nearly all the mentors increase their knowledge of the basics of production instruction and teaching methods at departments for youth mentors at the people's universities.

The consumers' cooperative societies have expanded the collective form of indoctrination for young people by creating Komsomol-youth collectives. The system has 430 Komsomol-youth collectives, which bring together more than 2,500 people. These collectives set an example of model labor, and they make a significant contribution to the work of improving the quality and general level of service provided to the rural population.

Professional competitions constitute an effective form for improving one's knowledge and skills and for instilling pride in one's vocation; hundreds of employees are drawn into participation in these competitions, which are covered by the rayon and republic newspapers, as well as by the Litpotrebsoyuz bulletin entitled KOOPERATININKAS.

The system has many good employees who know their jobs well. The labor of many of these people has been acknowledged through high state awards.

The order of Lenin was awarded to S. Treynene, a salesperson at the department store of the Utenskiy Rayon Potrebsoyuz. It was at the initiative of S. Treynene that the store carried out a comprehensive rationalization process, which resulted in a one-

third increase in the display of goods. The store in which S. Treynene works sets a high standard for excellent service in the rayon.

Great success has been achieved by the collective of the Ionishskiy Rayon Potrebsoyuz; A. Machyulis, who has been awarded the Orders of the October Revolution and the Labor Red Banner, has been the chairman of its board for 15 years.

Socialist competition has taken on broad dimensions in the consumers' cooperative societies. About 62,000 employees participate in it, and this amounts to 98.5 percent of all the members of the cooperative societies in the republic. The Lithuanian Republic Potrebsoyuz confidently takes the top places in the all-competition. Nearly every quarter since 1960 the republic's cooperative society members have been awarded the challenge Red Banners of the Tsentrosoyuz and the Central Committee of the TUWSTCCS.

The further development of state and cooperative trade is being carried out on a planned basis throughout all the basic units: at wholesale enterprises, in the retail network and in public catering. The specialization of wholesale trade is being intensified. At the same time we are working to improve the delivery of goods directly to stores in the area being serviced. Toward this end the material-technical base of wholesale trade is being strengthened in a planned manner, commodity movement is being made more efficient, and commercial work is being improved.

At present the realistic opportunities for capital investment do not make it possible to substantially expand the retail trade network. For this reason work continues on the comprehensive rationalization of state and cooperative retail trade and on the specialization of the trade network. In 1983 the specialization of trade in the following goods was completed: furniture, carpets and carpet products and technically complex goods intended for long-term consumption. Work is being carried out to enlarge and streamline stores which sell footwear, ready-made clothing and fabrics. The premises which have been freed up are being used to create narrowly specialized stores which sell particular groups or subgroups of goods.

In the municipal food trade, efforts are continuing on the establishment of rayon and micro-rayon trade centers, which for the most part contain well-equipped self-service grocery stores offering a wide assortment of foodstuffs and an adequate selection of the most needed non-food items. In the food trade and policy of expanding the application of container equipment and control systems for commodity movement is being steadily implemented.

In public catering the republic continues its policy of working to achieve the established norms for the number of seats both in the network of institutions open to the general public as well as in cafeterias located in plants, factories, educational institutions, construction sites, kolkhozes and sovkhoses. The industrialization of technological processes continues. Much attention is being devoted to the establishment of small, narrowly specialized enterprises with small service staffs. This makes it possible to utilize small premises in old buildings, as well as to quickly set up such enterprises in areas where construction is taking place, in recreational and roadside areas.

The Development of the Consumer Service Sector

There is evidence of the intensive formation of this sector in the fact that the average annual value of the fixed production capital throughout the republic's Ministry of Consumer Services, which enterprises provide about 90 percent of the total volume of everyday services, increased from 28.8 million rubles in 1965 to 141 million rubles in 1982.

At present everyday services in our republic are performed by more than 3,200 clothing repair and tailoring shops and workshops, 2,700 receiving centers, 59 mechanized commercial laundries with a total capacity of 110 tons of dry laundry per shift, 38 plants and other smaller facilities for dry cleaning and for dyeing clothes and carpets with a capacity of 14 tons per shift, 7 enterprises and 25 stations for servicing cars with a capacity of 394 car bays, as well as a number of other enterprises, at which more than 40,000 people work. In 1982 all the everyday service enterprises (including auto service enterprises of the USSR Ministry of the Automotive Industry) provided to the public more than 600 specific services worth 187 million rubles (taking into account the cost of spare parts and materials used when performing them). The volume of services calculated per resident amounted to 53 rubles, which is nearly one-quarter higher than the national average. The sector's material-technical base is even now capable of satisfying fully the public's needs for such important services as laundry, dry cleaning and clothes dyeing, as well as hairdressing, rental services and ceremonial services.

The recommendations and formulations of scientific-research, planning and other organizations are being widely utilized in the development of everyday services. For example, scientists at Vilnius University imeni V. Kapsukas are conducting sociological studies; on the basis of this work they are predicting changes in certain groups of services, and they are developing systems for managing this sector. The area institute of the Lithuanian SSR Gosstroy participates continuously in the work of solving technical-economic problems, and this helps to link the development of everyday services more closely to the entire economy of the

republic. This kind of approach makes it possible to determine concretely the place of everyday services in the structure of the economy's various sectors, as well as its basic functions, and to establish the optimal proportions for the development of groups of everyday services in the more distant future.

By the start of the 9th Five-Year Plan the ground work to provide the technical-economic foundation for the development and location of everyday service enterprises in the republic for the period up to the year 1980 had been completed, and later the work for the period up to 1990 was completed with consideration for the practice and experience of the leading scientific and planning organizations of the country.

The work of providing everyday services is aimed at satisfying the public's demand, which is related to the running of a home, to the individualized production of clothing and footwear, to personal hygiene and to the satisfaction of certain cultural needs. Starting from this premise, certain services were determined to be the key ones; the fulfillment of the tasks facing the sector in general depends on the level of development reached in these particular services. They can be put into two large groups. The first of them consists of services for the repair and maintenance of household equipment and other domestic items, and the production and repair of items for individual use; and the second group consists of personal services, as well as ceremonial and certain other services. On this basis recommendations were prepared on the basic directions for the republic to follow in the development of this sector up to 1985 and in the longer-range future.

In the 9th Five-Year Plan a comprehensive scheme was introduced for siting everyday service enterprises and for managing them; in rural areas it takes the form of a four-unit system. The first unit consists of the comprehensive receiving centers. They take orders for work which is carried out at central workshops or specialized enterprises, and they return the items when the work has been completed. These centers are being established in the farm centers of kolkhozes and sovkhoses and other settlements. The comprehensive receiving centers also provide certain other services which are in demand periodically; the list of these services depends on the number of residents. They are performed by local craftsmen or by those who come from other service enterprises at regularly scheduled times.

The second unit consists of outlets and House of Service establishments, which are located in the centers of major inter-farm associations and in cities which come under rayon jurisdiction. They provide a broader range of services. Here there are hairdressers, photographers; orders are taken for dressmaking,

custom-made footwear or for knitted items; radio and television equipment is repaired, etc.

The rayon combines which provide everyday services for the public (the third unit) coordinate and organize services within the boundaries of the entire rayon. These combines have at their disposal means of transport, and they include clothing repair and tailoring shops as well as workshops; they perform all the basic services which are in constant demand on a mass basis. The combine uses a dispatcher service to control the intake and completion of orders at receiving centers and in House of Service establishments; they study demand, organize the completion--within the framework of the internal cooperative system--of those orders which cannot be fulfilled by the combine but must be filled at specialized enterprises and at production associations.

And, finally, the fourth unit of the system are the republican production associations and specialized enterprises. For the most part they fill only those orders which have come from area subdivisions of service establishments, as well as certain kinds of work which are needed only infrequently such as the construction and repair of residential buildings, garages and garden sheds, the performance of ceremonial services and others. These enterprises use industrial methods of production; this ensures high labor productivity, better equipment utilization and higher quality work to fill the order. As one can see, the rayon combines, with a broad network of comprehensive receiving centers and House of Service establishments which serve all the settled areas of a rayon, exist alongside the associations which specialize in particular types of services for the entire republic.

This kind of system for organizing the provision of services ensures that the management of this sector combines both the area and sector principles; it creates the preconditions for raising the effectiveness of production, and for improving the level of services provided to the rural population.

Using the example of the Vilkavishkskiy Rayon, let us look at how this system operates. The rayon has 52,000 inhabitants, of which 21,600 people live in the rayon center and two small cities, Virbalis and Kibartay, and 30,400 people (58 percent) live in rural areas. The rayon has 30 kolkhozes and sovkhozes.

The rayon everyday services combine, with a staff of more than 500 people, has a laundry, a unit for dry cleaning and dyeing clothing, a unit for the repair and production of furniture and a number of other production subdivisions (workshops and clothing repair and tailoring shops), which carry out--using their own resources--more than 80 percent of the everyday services performed for the population of the rayon. In order to provide

service to the rural population at their place of residence the centers of the inter-farm associations and the larger settlements have seven House of Service establishments, as for example, in the village of Pilvishkyay, where about 1,000 people live. The following services are provided here: sewing and repair of clothing, shoe repair and hairdressing; in addition, there is a comprehensive center which accepts orders for other services. Another 42 comprehensive centers have been organized in farm centers and other settlements. Some of them have been provided with working space for a hairdresser who comes from the rayon center on a regular schedule. Of course in the Vilkavishkskiy Rayon, as in other rayons of the republic, by no means all opportunities for improving service to the rural residents have been exhausted.

The scheme for siting everyday service enterprises and managing them takes into account the fact that everyday services in a rural area of the republic are characterized by a number of features which are determined by the nature of the population dispersion. They include, firstly, the small size of the kol-khoz, sovkhos and other types of rural settlements which have not yet been completely developed. Secondly, there are factors such as the sufficiently high road density, the intensive public transportation system and the fact that the population has a significant number of private vehicles and comparatively small distances to travel to cities and urban type settlements. The overwhelming majority of the rural population lives in settled areas which are located no more than 10-15 km from the nearest city, and the ride from the most remote farm to the rayon center by public transportation is less than an hour.

Naturally the small distances between the rural settlements and the cities make it possible for a certain number of the rural inhabitants to satisfy--without large expenditures of time--their needs for certain everyday services (especially those of an infrequent nature) at city enterprises. However, in general the resolution of issues related to the organization of everyday services for rural residents living in sparsely populated rural settlements in such a way that these people are provided with a wide range of services involving minimal expenditures of their time is a complex matter. These and other specific features of the rural population's daily life and needs predetermine the choice of methods and forms for organizing everyday services in the countryside.

The Ministry of Consumer Services has worked with executive committees of the local soviets of people's deputies to develop plans for the construction and distribution of service facilities in the countryside. They are being implemented strictly in accordance with the requirements of the schemes for siting enterprises and organizations to provide everyday services

for the rural population which were approved by the republic's Council of Ministers for every administrative rayon.

The implementation of measures to improve the management of this sector and to develop its material-technical base using scientific formulations as the foundation, in addition to the daily attention from party and soviet organs, have created the preconditions for the accelerated development of the services most necessary to the public and for increases in their share of the total volume of operations and services. For example, in the 10th Five-Year Plan as a whole there was a 40.3 percent increase (with a target of 36.2 percent for the five-year plan) in the services provided, but the increase for certain sector groups was more significant: for laundry it was more than 50 percent, for dry cleaning it was more than 60 percent, for the repair of household equipment and for ceremonial services it was 70 percent, for furniture repair it was 80 percent and for the repair and technical servicing of vehicles it was 3-fold.

Questions related to the development of laundry and dry cleaning services for clothes deserve particular attention. Doing this work at home requires significant expenditures of labor and time for each family. Freeing the public from the need to do this work by themselves and the consequent saving of free time is one of the most important tasks of the everyday service sector. In 1982 the average volume of laundry services performed per inhabitant of the republic amounted to 3.9 rubles or, expressed in physical terms, 11.76 kg, and for the dry cleaning of clothing the figures were respectively 1.5 rubles or 1.33 kg, which is greater than the national average. The average union-wide indicators are also exceeded for the repair and construction of housing built at the population's expense, as well as for ceremonial and certain other services.

Some positive results have been achieved in the work to improve the structure and form of the services in certain groups within the sector: there have been increases in the proportion of services which are carried out on a rush basis, those which are performed in the home and those for which payment is made after the work is carried out. All the enterprises have worked out and introduced comprehensive quality control systems.

The establishment of specialized republic production associations for certain services has influenced the improvement of intra-system cooperation; this in turn has contributed to the expansion of the domestic services provided to the rural population, and it has ensured the efficient combination of individual service with major specialized production. The volume of everyday services provided on a cooperative basis in the 10th Five-Year Plan grew 37 percent. In 1975 the volume of services provided in rural localities (calculated per inhabitant) amounted to 34.8 percent

of the volume provided per city resident, while in 1980 this figure increased to 42.6 percent. Other conditions of urban and rural life are also coming closer together. However, the differences which still exist in the way of life, the daily living and working conditions, as well as certain other factors, also determine the differing level at which everyday services are consumed.

The 1981-1985 five-year plan calls for the further development of everyday services to take place largely in the same directions and in the same proportions which were characteristic of the 10th Five-Year Plan. These directions include the following: developing at an accelerated rate those services which are most important and necessary to the public; bringing the levels of service provided to the urban and rural populations closer together; increasing the effectiveness of production and improving the forms and methods of services. The volume of services to be provided in the 11th Five-Year Plan is scheduled to increase by 44.5 million rubles (32.8 percent), including a 16.8 million-ruble increase (35.6 percent) in rural areas. For particular services a growth rate significantly higher than average is planned: 36 percent for laundry services, 46 percent for the repair of technically complex household appliances, 57 percent for furniture repair, 60 percent for rental services, 71 percent for the repair and technical servicing of private vehicles, etc.

The increase stipulated by the plan for the volume of services is greater than that which was actually achieved during the 10th Five-Year Plan, while the resources which are being allotted to expand the material-technical base of the sector are somewhat less. As a result of the demographic situation which has developed in our republic, the opportunities for increasing the number of employees in this sector are also limited. These circumstances require a significant increase in production intensification and the implementation of measures which ensure the fulfillment of tasks as a result of better utilization of existing production capacities and of financial, material and labor resources.

This is a difficult task, but as the results of work in the first two years of the current five-year plan show, a completely realistic one. The plan targets for this period have been overfulfilled: the volume of services increased by 12 million rubles (12 percent), including 5 million rubles (13 percent) in rural localities. The following have developed at an accelerated rate: services for the repair of vehicles (30.2 percent), furniture repair (24.5 percent), repair of technically complex household equipment (15.8 percent), hairdressing services (16.9 percent), dry cleaning of clothing (15.4 percent) and certain others. These, as well as certain other key services (including some repair services), accounted for more than 80 percent of the total increase in the volume of services, and in rural areas the figure was 86.5 percent.

The higher rates for increases in the volume of everyday services and the introduction of a number of organizational-technical measures in rural areas have helped to bring the level of services provided to the urban and rural population closer together. In 1982, 102 new comprehensive receiving centers were opened at farms (3-fold more than in 1981), a number of centers were re-equipped, and the range of services which they provide was expanded. However, the normal functioning of this rural service unit is complicated by the fact that some of the comprehensive receiving centers have opened in farm centers of collective and state farms which are not yet fully developed and in which fewer than 200-300 people reside. It is for this reason that the comprehensive receiving centers do not operate with sufficient effectiveness.

In 1982 the Ministry of Consumer Services held a republic-wide competition-review to discover the best combine in terms of organization of services for rural inhabitants. The combines in the Vilkavishskiy, Kedayskiy, Kelmeskiy and Uten-skiy Rayons were recognized as the best, as was the Kapsukas City Combine of Everyday Services for the Public.

In accordance with the decrees of the May (1982) plenum of the CPSU Central Committee, a plan of measures was developed and approved for improving everyday services to the rural population; it set out this sector's contribution to the implementation of the Food Program. On the basis of this plan one or two rural comprehensive receiving centers have been designated as supporting-demonstration centers; urban service enterprises of cities which come under republic level jurisdiction have been made sponsors of individual comprehensive receiving centers in rural rayons. The sponsoring enterprises are in a position to provide good equipment for the receiving centers' premises, to supply them with the necessary inventory, to give them continuous help in organizing and improving operations and expanding the range of services. This kind of interaction does not take place on an ad hoc basis; it takes place in a planned manner, on the basis of contracts. The concern of their more skilled colleagues makes it possible to improve the performance characteristics of the employees at the comprehensive receiving centers in the countryside, and to effectively resolve questions of how to improve equipment.

One example of this kind of cooperation can be seen in the joint work performed by the Vilnius Buytis Association, and the above-mentioned Kolkhoz imeni Kirov in Shalchininksiy Rayon. The members of this kolkhoz can satisfy locally their needs for 18 groups of services. In 1982 this center provided services worth 45,400 rubles, or 43.66 rubles per kolkhoz member. This example points out the great potential for improvements in the provision of everyday services in the countryside.

The skills and level of labor activity demonstrated by this sector's employees are an important factor which ensures a high level of quality in the provision of services. The labor of employees who provide everyday services to the public is rated highly: 540 workers have been awarded orders and medals of the Soviet Union, 30 have been given the title of honored worker in the service sector of the Lithuanian SSR and 2,000 outstanding employees have received the decoration and title of "Excellent Service Sector Worker."

At present the system has 5,500 specialists with higher and secondary specialized education. Every year the sector adds about 200 graduates of higher and specialized educational institutions. In 1983 alone the Lithuanian SSR State Committee for Vocational-Technical Education sent about 1,500 young workers to service enterprises.

The sector devotes constant attention to the system of vocational-technical education. For example, the republic's Ministry of Consumer Services has constructed a vocational-technical school complex for 600 students in the city of Shanlyay, an educational building for 300 students at a vocational-technical school in Klaypeda, and a vocational-technical school for 600 students in Kaunas. Schools built with ministry funds are currently training 3,450 pupils.

For example, the Kaunas Vocational-Technical School No 56 has a modern academic and production complex. In the production complex, in contrast with other schools, the students acquire their first skills in workshops designed for teaching purposes, but they receive their practical work experience in specially equipped production sewing rooms, knitted wear workshops, and in a laundry and dry cleaning plant, all of which serve clients. By agreement with the republic's committee for vocational-technical education, these workshops are linked to base enterprises, and they are served by their personnel. In this way the students take most of their production training under the direct guidance of experienced craftsmen, and they work with them in serving clients. This contributes to better reinforcement of practical skills and knowledge, it helps students to better understand and study the specific features of service enterprises and to begin work with some practical experience already behind them.

In order to develop socialist competition among the five base schools the republic's Ministry of Consumer Services established a special challenge Red Banner with a monetary prize to be awarded to the school which has achieved the best indicators in educational work. The ministry commissioned the Lithuanian film studio to create several short color films to acquaint the republic's population and the pupils in general-education secondary schools with the service occupations. In

1973 a movie called "The Youngest Ones" was made, and in 1983 a sequel to it was made under the title "We invite You to Study." These films show how students in vocational-technical schools are taught and where they work today.

In addition, some workers acquire their skills directly at the production unit. In this way the ranks of service sector employees are increased every year by another 1,100-1,200 people. Plans call for approximately 20,000 specialists in various occupations to be trained at vocational-technical schools and directly at enterprises by 1990. In order to provide service for the rural population arrangements will be made to train specialists who know several trades.

The work of the Ministry of Consumer Services in the selection, placement and training of personnel in 1980 was discussed by the CPL Central Committee. A system of measures was outlined to improve the situation in this area. Particular attention is being devoted to middle-level personnel--to master craftsmen who direct clothing repair and tailoring shops. These measures include such important issues as the protection of health and the organization of appropriate eating facilities for employees in this sector. A plan for 1981-1985 was worked out for the establishment of cafeterias, snack bars and lunchrooms for receiving food prepared elsewhere; this plan is being implemented successfully. In 1982 alone five snack bars for service employees were opened.

The experience acquired during the process of setting up eating facilities for workers at the Buytis Association in Vilnius is instructive. Here a kitchen and cafeteria-distribution center was built; it was designed for the preparation of 1,000 meals per shift. From here hot food is delivered in special single-serving thermal containers to small clothing repair and other workshops, where it is not advisable to establish cafeterias. The enterprises have been prepared in advance for this kind of hot food service: special rooms for receiving the food have been equipped, and lunch schedules have been established. In this way a practical solution was reached to the problem of how to provide hot food to all service employees in Vilnius. Food service for employees of small clothing repair and other workshops is being organized in other major cities of the republic using the Vilnius system as an example.

Provisions to ensure safe working conditions are being improved. At present more than 70 percent of service enterprises operate with no accidents or injuries. This was achieved by creating favorable production and working environment conditions for employees. In 1982 alone 1,875,000 rubles, or 48 rubles per sector employee, were directed at improving working conditions and public-health measures. As a result, the number of employees

who have unfavorable working conditions was reduced by 700 in a year. In addition, working conditions have been improved for 102 workers employed at sites where there is a high noise level; 167 employees have been removed from areas where there was a high level of dust and other pollutants. Lighting was improved at 322 work sites.

The mentor movement is being developed in every way possible. There are 2,000 highly skilled veterans of the service sector who act as sponsors for groups of vocational-technical schools, Kom-somol-youth brigades and individual young workers. They add to their knowledge of psychology and teaching methods by attending classes in the departments of youth mentors at the people's universities, as well as by attending lectures given by scientists, doctors and educators.

Improvements in the skills of service sector employees is an area in which much concern is being demonstrated. In the last two years nearly 7,000 workers have improved their skills. The schools of communist labor, economic education circles, vocational competitions and inspections all contribute to this goal. In 1982 alone nearly 6,000 workers increased their knowledge of economics. At the present time there are 1,300 workers studying in higher and specialized secondary schools. As a rule, young people lacking a secondary education study in evening and correspondence schools.

The workers in the Lithuanian service sector are rightly proud of their outstanding production workers, their best craftsmen and the winners of the professional competitions. For example, the entire republic knows about S. Simonavichene, a master of her trade, who went to work at a ladies' hairdressing salon in Vilnius after graduating from a vocational-technical school. In 1977 S. Simonavichene won the gold medal at an international competition for hairdressers in Hungary, and in 1979 she won two gold medals at the Moscow international competition for hairdressers.

Brone Chesyulene, a seamstress-cutter from Vilnius, and her colleague from Kaunas, Apistiniya Ovechkina, have scaled the heights of occupational mastery by winning the Order of Lenin. Modern, business-like qualities distinguish the director of the Pasvalis Everyday Services Combine, Mikolas Artsimavichyus, who is also a veteran of the Great Patriotic War and a holder of the Order of the October Revolution. Young people, as well as all employees in the republic's service sphere, learn from the example which such people set in the use of a progressive method and style of work.

Practical activities, initiative and daily searching have given rise to many interesting forms and methods for improving the

skills of service employees. For example, a school of progressive labor methods for employees of dispatching services and comprehensive receiving centers has shown itself to be of worth. The level of service and the formation of consumer service demand depend on the inventiveness, effectiveness and responsibility of the employees in this sphere, which plays a very important role in satisfying the everyday needs of the population. A special cycle of lectures on the organization of work was arranged for 120 employees of dispatching services and comprehensive receiving centers; the lectures acquainted them with the best labor methods.

The specific nature of everyday service work creates opportunities for part-time work. At present the republic has 700 people, including 250 women, who work part time in the service sector. This makes it possible not only to utilize additional manpower and consequently to satisfy more fully the public's needs, but also to resolve an important social issue of employment for people who, for various reasons, cannot work a full day.

Socialist competition has been unleashed on a broad scale in the service sector. At the present time 97.5 percent of workers participate in it. In 1982 republic-level socialist competition was organized among production brigades. Young people play a leading role in this competition. More than 120 Komsomol-youth collectives are participating in the movement entitled "For the 11th Five-Year Plan--shock work, knowledge, initiative and the creative labor of young people." Particularly good results have been achieved by the Komsomol-youth brigade of hairdressers in the Birzhayskiy Rayon Combine of Everyday Services for the Public. This collective was awarded the challenge Red Banner of the Komsomol Central Committee and the central committee presidium of the sector's trade union for the achievement of high indicators in 1981. The banner was inscribed "Heroes of the Five-Year Plans to the Best Komsomol-Youth Collective."

Nearly 14,000 workers in this sector have put forward as a condition of their socialist obligations the fulfillment and overfulfillment of individual labor productivity plans. This has made it possible to increase output significantly. In 1982 it increased 5 percent at the Autoservisas Production Combine, when calculated per worker in comparison with the previous year. The sector has quite a few such enterprises.

Socialist competition among the collectives of Lithuanian and Belorussian service enterprises is constantly being expanded and improved; this competition brings tangible results. At the present time collectives of 32 enterprises are participating: they include workers from the Vilnius Ramune Factory for Custom Tailoring and Clothing Repair, and the related Progress Enterprise from Minsk, the Panevezhskiy Buytis Combine and the Molodechno

City Combine for Everyday Services, and the Anikshchyayskiy Rayon and Smorgonskiy Rayon Combines.

The all-around expansion of socialist competition and the high level of labor activity among the collectives in the sector's enterprises have ensured the achievement of good production indicators in the improvement of everyday services provided to the public. In recognition of this the Lithuanian SSR Ministry of Consumer Services was declared the winner in the socialist competition among the service ministries of the union republics in 1982 for the ninth straight year.

Party Organizations in the Service Sphere

The varied tasks related to increasing the well-being of the people are constantly the focus of communists' attention, beginning with party groups and ending with the republic's Communist Party Central Committee. The attention given to the service sphere by party gorkoms and raykoms has increased significantly. Problems of how to improve this sphere have been discussed at plenums, meetings of the party and management aktiv and at bureau sessions, and they are systematically reviewed at sessions of the ispolkoms of the city and rayon soviets of people's deputies.

The party organizations in the service sphere are carrying out a great deal of work to implement the decisions of the June (1983) Plenum of the CPSU Central Committee, as well as the statements and conclusions contained in the speech made to that body by Comrade Yu.V. Andropov. The CPL Central Committee Plenum, which discussed this question on 30 June 1983, put particular emphasis on the need to constantly and persistently improve educational work among trade and service workers, as well as the need to strive purposefully to ensure that every worker, no matter where he works, has an interested, creative attitude toward the assigned task and that he performs in a conscientious, highly productive manner with a high level of discipline and organization.

The trade and service sectors have many good workers who show initiative and who have solid work experience and performance records. These sectors have 260 primary party organizations which bring together nearly 9,000 CPSU members and candidate members. It is difficult to carry out party work here because the enterprises are so dispersed and their collectives are small. A store or workshop will have a total of only one or two communists. In these cases the motto "Even one in the field can be a warrior" is completely applicable. The republic has many examples of communists who boldly express their attitude toward infractions of the trade rules and labor discipline. In a number of cities and rayon centers the party organs are creating shop organizations, which are admittedly small at first; they are

also working toward a goal of having stores and sections of stores headed by communists.

Since the discussion of personnel work in the service sphere by the bureau of the CPL Central Committee, the collegium of the republic's Ministry of Consumer Services and its party organizations have thoroughly analyzed the state of affairs in the sector. They have begun to devote more attention to the middle level--to master craftsmen, who direct clothing repair and tailoring shops; they have created a reserve for promotion, and they have increased the work carried out by mentors among young people, which was discussed in detail in previous sections. The working conditions which have been created for pensioners and invalids at service enterprises are quite good. Some of them work at home and others work a shortened day.

There is much of interest in the work of the Vilnius Party Gorkom. In order to better serve the working people in the city, it has initiated efforts, as already noted, to significantly expand the network of advance-order departments for collectives of plants, factories and other enterprises and organizations. Thanks to the efforts of the party gorkom the number of places in workers' cafeterias in the Lithuanian capital will be brought up to an efficient norm in the very near future. The cafes and restaurants of Vilnius, which cater to all tastes and age groups, are popular with residents and guests to the city.

The party organization of the Klaypeda Trade Administration is very energetic. The establishment of a party committee in 1975 was one of the prerequisites for this. At the present time the 48 subdivisions of the trade administration employ 330 communists, who are united in 32 shop party organizations. The work to increase the party ranks is aimed at bringing party influence to the maximum number of labor collectives. The party organization is devoting a great deal of attention to the placement of communists and to the consolidation of their influence in brigades, which are now becoming the basic form for organizing and stimulating labor. Party groups have been set up in five brigades which have three or more communists each. In places which have no party groups, the party organizers are successfully implementing the party line in their collectives.

The growing level of communists' political activities helps to make the work of the party organization more purposeful. The overwhelming majority of these communists struggles persistently and in a principled manner for the fulfillment of plans and for a considerate attitude toward every person. Every fifth communist is a shock worker of communist labor. The party committee and the shop party organizations constantly take pains to distribute party assignments in an equitable manner and to monitor their fulfillment. Questions related to improving service to the

public, to increasing the effectiveness of trade and to applying the best experience have top-priority significance in the work of the primary party organizations. These questions are reflected in the agendas of party meetings and sessions of the party committees.

Under the leadership of the party organization, a new industrial system of commodity movement (the content of which was discussed in this pamphlet) has been introduced into trade in Klaypeda. A group of workers in the trade administration was awarded the AUCCTU prize and the Lithuanian SSR State Prize in the area of science and technology for achievements in the mechanization of manual labor and the establishment of an industrial system of commodity movement. But the party organization is not resting on its laurels. The question of improving the process flow system for commodity movement was discussed at a session of the party committee of the trade administration, and specific measures were outlined to eliminate existing defects. For example, at the initiative of communists in the shop party organization of the transport, forwarding and dispatching department, optimal schedules were worked out for motor vehicle traffic, schedules which have made it possible to deliver goods to the trade network in a more regular, steady pattern.

When they discussed the decisions of the May (1982) CPSU Central Committee Plenum at a general party meeting, the communists of the trade administration directed attention to the need to package more foodstuffs in small quantities. Experience has shown that a large reserve for economizing on food products lies hidden here. The shift to selling bread in smaller weights by itself made it possible to reduce bread sales by 125 tons in 1982.

The regular presentation of reports by communists who are directors of enterprises, leading specialists or middle-level managers concerning the work to improve services for the public provides exacting proof of how the communists are fulfilling their obligations. Seminars are being held for secretaries of shop party organizations and economic managers on the exchange of work experience, and their recommendations and suggestions are given a careful hearing.

The party organization of the Klaypeda Trade Administration also devotes a great deal of attention to personnel work. One important method which they use here to teach personnel, to increase their sense of responsibility and raise their standards involves the work of committees to monitor the activities of the administration. The committees regularly review the work done not only by individual collectives, but also by communist managers. The results of the reviews are discussed at sessions of the party committee, and measures are taken to eliminate the inadequacies which have been found. The committees extend the

necessary help to improve the work. For example, the committee to monitor the organization of trade checked to see whether the material-technical base was prepared to receive, process and store fruits and vegetables at the association for wholesale and retail trade in fruits and vegetables. As a result of the work to eliminate the inadequacies which were discovered, the 1982 harvest was received and processed without large losses. The practice of creating temporary seasonal committees to monitor the activities of the administration during the most important periods of work is also interesting.

The shop party organization of the Miniya firm, which sells ready-made clothing, has accumulated positive experience in improving service to the public. The collective employs 126 people, and it has the largest party stratum among the subdivisions of the trade administration. It amounts to 12 percent; nearly all work areas are reinforced with communists.

Party meetings at which all issues related to serving the public are thoroughly and seriously discussed constitute a genuine school for teaching and making communists more active in the shop party organization of the Miniya firm. Rank and file communists are drawn into the preparations for the meetings, which take place in an atmosphere of freely-exchanged opinions, serious criticism and self-criticism. As a rule, the critical comments and suggestions which are made are summarized, and specific measures are adopted on the basis of those comments.

The primary party organization of the Kaunas Aushra Everyday Service Association has also accumulated positive experience in party work. This party organization has 440 communists and CPSU candidate members. The party stratum amounts to 8.7 percent. The party organization brings together nine shop party organizations and 18 party groups. The party committee directs their activities to the resolution of complex problems of economics, production management, the expansion of the network of enterprises and the improvement of the level and quality of service provided to the public.

The enterprises of the city's service sector are experiencing a constant improvement in the level of work by the shop party organizations and party groups, as well as increases in their authority and the vanguard role of communists. The presentation of reports by communists, especially managers, on the fulfillment of statutory requirements and official obligations has become the usual practice in this party organization. In 1982 alone, reports by 26 communists were given on how they are meeting statutory requirements and by 37 communists on the fulfillment of official obligations. The party organization carries out a great deal of work to ensure that young workers adjust and stay in their jobs. The mentor system has been widely developed. Seventy-five communists work as mentors for young people.

Within the association great significance is attached to the party groups because they have many opportunities to discover the capacities of every communist individually, as well as to select party assignments for him and to monitor his work. The collective of the manually-operated knitting machine shop of the Vayvorikshte Service Factory in Kaunas has 88 members, and the party group consists of 10 CPSU members. They are carrying out a persistent struggle to create within the collective an atmosphere of friendly labor and a high level of mutual demands, and this has a favorable influence on the development of socialist competition; it constantly motivates the competitors to take more initiative in the search for ways to improve their work.

Creative thought and vocational skill welded together provide good results. The items produced by Vera Kudryashova, deputy of the Lithuanian SSR Supreme Soviet, by Laymute Vidmantene, who has been awarded the Order of Labor Glory (second and third degrees), and by the republic's best knitters, Ala Pilipavichene and Virginiya Pilyuginene, and by many others, are distinguished by the diversity of their patterns and their stitches and by the high quality of their work. All the members of the shop party group greeted the 60th anniversary of the formation of the USSR by fulfilling their production assignments for the first half of the 11th Five-Year Plan. Communists constantly fulfill the plans by 120-130 percent. They have all been awarded the title of shock workers of communist labor, and three of them have received the personal seal of quality for their work. A list of the work carried out by the party organizations and by communists in the republic's service sphere is not limited to what has been cited above. In every party organization and in the work of every individual communist one can find features which, taken together, also determine the face of trade, public catering and consumer services in Lithuania, as well as the style of their activities and the successes which have been achieved.

Of course, there are also many unresolved problems in the work of Lithuania's service sphere. The provision of high quality consumer goods still constitutes a weak link. The work which is being persistently carried out to better utilize all local resources and opportunities and to implement the Food Program undoubtedly will lead to the fundamental resolution of this vitally important problem in the coming years. The provision of everyday services to the rural population still lags behind in our republic. The quality of work in the provision of everyday services also suffers from serious inadequacies. The corresponding decree of the republic's Communist Party Central Committee and Council of Ministers, which was adopted recently, is aimed at eliminating these inadequacies.

The republic's communists understand, as do all of its workers, that daily attention to trade, public catering and everyday

services constitutes the guarantee of success for these sectors. The tasks set before the service sphere by the 26th CPSU Congress, and the subsequent plenums of the Party's Central Committee, will be fulfilled.

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HOUSING AND PERSONAL SERVICES

NEW GRANTS TO FAMILIES WITH CHILDREN PROPOSED

Moscow SOVETY NARODNYKH DEPUTATOV in Russian No 12, Dec 83 pp 99-101

[Article by V. Stepanov, consultant to journal SOVETY NARODNYKH DEPUTATOV, honored RSFSR jurist: "Aid to Young Families and Families with Children"]

[Text] The task posed by the basic directions of economic and social development of the USSR from 1981-1985 and for the period up to 1990, as approved by the 26th CPSU Congress, is to carry out an effective demographic policy and to promote consolidation of the family as the most important nucleus of socialist society, as well as the creation of better conditions for combining motherhood with the active participation of women in labor and social activity.

With these goals in view, it has been planned to increase state aid to families with children and newlyweds, to expand advantages and benefits to these families, to improve their everyday living conditions and to improve the system of state grants to children.

Specific measures in this area were provided for in a resolution of the CPSU Central Committee and USSR Council of Ministers of 22 January 1981, "Measures for Increasing State Aid to Families Having Children," and other legal acts.

An interest-free loan for home improvements or acquisition of a home is a substantial help to a young family, helping it to more quickly achieve a strong economic position.

The amount of the loan goes up to 1,500 rubles, with a repayment period of up to 8 years. It is granted under a number of conditions, the first of these being the presence in the family of at least one child. The second--one of the spouses receiving the loan must not be more than 30 years of age.

The procedure for granting the loans is spelled out in detail in "Statement on Procedure for Granting Interest-Free Loans to Young Families for the Improvement of Living Conditions and the Acquisition of a Home", which was approved 5 March 1982 by the USSR Ministry of Finance, USSR Gosbank, USSR Stroybank [Bank for Financing Capital Investments], and the VTsSPS [All-Union Central Council of Trade Unions].

The decision to grant the loan is made by the administration and the trade union committee on the recommendation of the labor collective of the corresponding subdivision (shop, brigade, district, department, etc.). Consideration is given in this regard to length of time worked at a given enterprise (no less than 2 years) and to production performance.

A loan can be granted to only one of the spouses; in this case it is not required that the other spouse work at the same enterprise.

The purpose and time period for the loan payment is indicated in the decision. The sum can be granted in cash for acquisition of a home or for construction, capital repairs, or building onto a home, or it can be transferred to the enterprise contracting to do this work by agreement with the loan recipient. In the case of a USSR Gosbank (USSR Stroybank) check, there must be a note on it saying: "From the fund for sociocultural measures and housing construction (or other appropriate fund) for granting loans to young families."

If the loan is intended for payment of an entrance fee to a housing construction cooperative, the money is transferred by written order to the appropriate ZhSK [housing construction cooperative] account. In this regard, it must be stated that young families have the first and foremost right to join housing construction cooperatives. Moreover, the initial fee for joining the ZhSK is reduced for them (20 percent of the cost of an apartment in rayons of the Far East, Siberia, the European North and the Nonchernozem zone of the RSFSR and 30 percent in the country's remaining territory.)

The person who has received the loan gives the enterprise a commitment to pay it back. The loan is repaid beginning with the month following the one in which it was obtained. Payments are made monthly in the amount of one-twelfth of the annual payment.

If the young family has another baby after receiving the loan, its loan debt decreases by 200 rubles and if another baby is born, by 300 rubles more.

The administration of the enterprise and trade union committee must check to see that the loan is being used for its designated purpose. If, for example, the married couple went off on a tour or spent the money on expensive decorations, etc., instead of acquiring a home, the loan would be recovered ahead of time. The same consequence ensues if a worker leaves his job of his own volition or for a breach of labor discipline.

The loan is also called back ahead of time in cases where the worker leaves the housing construction cooperative after receiving his share or sells his own home prior to full repayment of the loan.

The loan grants were begun after 1 April 1982 in Siberia and in the Far East, in Karelian ASSR, Komi ASSR, and in Arkhangelsk, Vologda, Murmansk, Novgorod and Pskov Oblasts; they were granted as of 1 April 1983 in the remaining RSFSR territory, the Ukraine, Belorussia, Moldavia, Lithuania, Latvia, and Estonia; as of 1 April 1984 young families living in Kazakhstan and the Central Asian and Transcaucasian republics can receive loans.

It must be noted that separate governmental decrees provide the opportunity to acquire a home to several categories of citizens (i.e., immigrants, young specialists, those sent to work in a rural economy). If a young family falls into one of these categories, it can nevertheless receive only one loan according to one of the governmental decrees (of its choice).

Grants for the birth of children. The one-time grant upon the birth of the first child is 50 rubles, it is 100 rubles (each) for the birth of the second and third child. Grants in these amounts are paid to women who are working or studying with leave from work in higher or secondary special and vocational technical educational institutions, in graduate work or clinical internship, and in courses and schools for improving skills, training for a new profession and personnel training.

When the woman does not work and is not a student, a grant of 30 rubles each is paid upon the birth of the first, second and third children to the father of the children (if he works or is a student with leave from work). In this case a man is considered a father if he and the mother of the child are legally married or if he is recognized as the father in an established legal order by the court or the civil registrar's office.

In case of the birth of twins or other multiple births to a mother who is working or studying with leave from work, 100 rubles is paid out for each baby (regardless of the number of previous children). If the mother is neither working nor studying, then the grant is given to the father at a rate of 30 rubles per child.

It should be stressed that only live children are counted when deciding the question of giving a grant in connection with the birth of the first, second and third child, and also when determining the size of this grant. If a child born previously died, he is not counted. Let us say that there were 3 children in a family and that one of them is not living. Then upon the birth of yet another baby he must be counted as the third and correspondingly the mother should be given 100 rubles according to the place she works or studies.

The grants being discussed are paid out through social insurance facilities at enterprises and in educational institutions; they are set by a trade union committee commission on social insurance. The mother (or in appropriate circumstances the father) presents to the commission a birth certificate issued by the civil registrar's agency for the purpose of obtaining a grant. If this concerns a second or third child a copy of proof of the birth of the first or second child is also presented, as well as a certificate indicating where the children live.

After considering the documents that have been presented, the commission makes the appropriate decision and makes a note on the reverse side of the registrar's certificate concerning the designated grant. All documents that have been presented are returned to the mother (or father) and she (he) returns with them to the accountant of the enterprise or the educational institution, who must pay out the grant that very day.

And how is the question of the birth of the fourth and consecutive children decided? In these cases the "Statement on the Procedure for Designating and Paying Out Grants to Pregnant Women, Mothers with Many Children and Single Mothers", affirmed by a resolution of the USSR Council of Ministers of 12 August 1970 is employed. Upon the birth of the fourth child, the Department of Social Insurance gives a one-time grant of 65 rubles, for the fifth--85 rubles, the sixth--100 rubles, the seventh and eighth--125 rubles each, etc.

As stated previously, a grant of 100 rubles per child is given in the case of multiple births.

Grants for the care of children less than a year old are given to women who are working or students with leave from work. If the mother works, she must have a total length of work service of no less than a year; if she is a student on leave from work the grant is given in spite of length of stay.

The total length of service on the job is computed according to rules applied for setting age pensions, with one exception--the time of study in higher and secondary special educational institutions, as a graduate student or clinical internist is included in the length of service, regardless of whether labor activity as a worker or employee preceded the period of education.

If the required length of work service is calculated for a woman taking into account pregnancy and birth leaves and also those without pay, the grant is paid from the day when the year of service has been completed.

The grant is designated by the commission of the trade union committee for social insurance, based on a copy of proof of the birth of a child and an order by the enterprise or educational institution supervisor indicating child care leave. Notation must be made in the order by the personnel department of the existence of the required work service record; this must be certified by the signature of the responsible person and with a seal. (For students on leave from work such a record is not necessary).

The commission designates the grant for the entire period of child care leave, but for no longer than the child's first birthday.

The grant is paid monthly at the same time as the payment of wages at the enterprise during the second half of the month. Students on leave from work receive the grant on the days when stipends are paid.

During a period of a partially paid leave for child care, if a woman is discharged from work because the enterprise has been liquidated, the grant is paid for the entire period established by decision of the commission on social insurance by the legal successor of the liquidated enterprise or another enterprise as designated by the oblast, kray or republic trade union committee (or the appropriate trade union council).

The size of the grant for care of a child who has not attained the age of 1 year is differentiated according to a territorial criterion. The amount paid is 50 rubles in Siberia and the Far East and in Karelian ASSR, Komi ASSR and the Arkhangelsk, Vologda, Murmansk, Novgorod and Pskov Oblasts; in the remaining rayons of the country it is paid in the amount of 35 rubles per month. In this regard, territory is determined not according to the dwelling place of the mother, but by the location of the enterprise (its department, branch, etc.) or educational institution, where the grant recipient works or studies, as the case may be.

In the case of multiple births, the grant is given in a single amount (50 or 35 rubles) regardless of the number of babies born.

State monthly grants to single mothers have been increased at the present time to 20 rubles per baby and social insurance agencies are paying them now until the child for whom the grant is given reaches 16 years (18 years for students not receiving stipends). This grant is given regardless of payments of other aforementioned grants and regardless of the size of the salary earned by the single mother.

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HOUSING AND PERSONAL SERVICES

OUTCRY OVER DEFECTS FOUND IN NEW HOUSING

Moscow LITERATURNAYA GAZETA in Russian 12 Dec 83 p 14

[Article by Vyacheslav Baskov: "An Old New House", response by the Section on Social-Domestic Problems of LITERATURNAYA GAZETA, and excerpts from letters to the editor]

[Text] If a new house which has just been built is in need of repair, then how can it be a new house? For example, the new house No 16 on Syromolotov Street in Sverdlovsk where the residents moved in on January of 1983 was in need of emergency repairs after several months. L. I. Bobina told of this incident in her response to the article "The History of One Housewarming" (LITERATURNAYA GAZETA dated 7 September 1983).

The article also told of one of the "old new houses" which, it is true, had not yet joined the sad family of those needing emergency repair. The credit for this belongs to the veterans of the Gorky Milling Machine Plant who, before moving in, performed serious capital repair -- each in his own apartment and each as best he could.

USSR Procurator's Office collegium member G. S. Taranavskiy confirmed that when house No 6/2 was built on Golubev Street in Gorky, there really had been "allowed deviations from the technical conditions, which was evidenced in the quality of finishing work," and that "the evaluation of the work performed in acceptance of the house was unjustifiably high". "For allowing these oversights," he reports further, "disciplinary action was taken against the deputy general director of the machine building association S. G. Runov, the gorispolkom [city executive committee] UKS [Capital Construction Administration] chief N. D. Usanov, and the chairman of the ispolkom of the Lenin Rayon Soviet of People's Deputies for the city of Gorky, N. I. Demin."

The procurator's office issued a warning to the deputy chairman of the Lenin Rayispolkom [regional executive committee] V. N. Ryabov, who headed that very same state commission which accepted the "old new house" with an evaluation of "good".

The editors could have concluded the story of the "history of one housewarming" with the official response informing [the readers] of the punishment of those persons who had such a casual attitude toward such an important and responsible matter as the construction of a multi-apartment residential building. But if only, if only it had been the only one!

Since the publication of the issue of LITERATURNAYA GAZETA which carried the article, the editorial staff has received several hundred letters telling of cases which are even sadder than the Gorky tale...

Of course, not all the people who received new apartments wrote to the editors, only those whose housewarming holiday was saddened by rehangings doors, insulating windows, filling cracks, re-laying floors, etc. The truly lucky new tenant who did not have to correct the construction hack-work, naturally had no reason to write to the editorial office. After all, a good looking apartment is the norm. This is how every person who first steps over the threshold of a newly built house wants to see it. However, in real life the idyllic mood of the new tenant is oftentimes replaced by the prosaic necessity of working with rolled-up sleeves...

If we watch the happy gaze of the new tenant who first crosses the threshold of his future apartment, it turns out that the first thing he notices is the construction litter. This was mentioned by almost everyone who responded to the article.

Leningrad resident M. B. Zaychikova saw something else besides litter upon entering her new apartment. On the floor in one room the builders had mixed wallpaper paste and another room -- pardon us for the indelicacy -- they had turned into a toilet. T. M. Markova of Moscow, N. I. Khlymskaya of Omsk, and unfortunately, many others also wrote of the same situation.

"Obviously, they mixed mortar in our bathtub!", G. Georgiyev of Smolensk easily guessed.

The abundance of letters of this type from different cities lead us to believe that the members of state commissions have evidently agreed not to associate the acceptance of a residential house with the necessity of adhering to standard sanitary norms.

However, judging by the letters of the readers it is difficult to form a definite opinion as to the requirements of state commissions for housing quality, although at first glance their goals seem quite clear.

Thus, while 99 percent of the new tenants who responded told of littered apartments, probably every second letter tells of such defects as unfilled seams between the house panels. It is possible to overlook bottles, cans, torn t-shirts, dirty socks, even a pile of dried cement mortar which litter the apartments. After, all, the new tenant will come to terms with it and clear it out. That is, of course, if the prankster builders did not stuff something into the ventilation shafts or water pipes which, alas, also happens quite often. But how could the state commission which accepts the house overlook holes in the walls?

The geography of this type of defect, which is overlooked by commission members (people who, as we know, are highly educated in questions of house building), is very widespread: from Angarsk, where our reader M. V. Chusovitin lives, to the city of Volkhov in Leningrad Oblast, from where N. G. Filisova writes; from Arkhangelsk, where the Ogarkov family lives, to the settlement of Kogalym in Tyumen Oblast, where the Popov family resides...

A. D. Obukhov, who writes from the city of Zhukovskiy near Moscow, told of the following story in connection with this. Several brave residents of house No 11 on Akademika Makarevskogo Street who had become desperate to get aid from the builders, tied themselves to ropes made of sheets and descended from the roof to fill the panel joints on the outside of the new building. Now they have only to cover the roof with water impermeable material which the builders did not have for some reason... and whose absence the acceptance commission did not notice.

However, if the roof does not leak or the walls do not let water through into the apartment, the builders have "provided" for one other such method of flooding it: poorly performed plumbing work. Approximately 90 percent of the readers wrote of leaky pipes -- both water supply and sewage lines. Among these were the "colleagues in misery" G. G. Snurnikov from the city of Okha in Sakhalin Oblast, N. Postnov from Yaroslavl, N. V. Firsov from Kirovsk in Murmansk Oblast, and L. V. Skidan from the village of Chuguyevka in Primorskiy Kray...

It is really sad to get an apartment where the walls are set, but the ceilings and not strictly perpendicular and horizontal, but crooked. Remarkable as it may seem, such "deviations" -- in this case from ancient geometry -- are for some reason noticed not by the builder who is equipped with modern instrumentation, not by the vigilant member of the state acceptance commission, but by the new tenant who is not at all versed in construction matters. In any case, it was new tenants N. A. Fedorova from Leningrad, D. S. Fedotov from Zhitomir, the Litvinov family from the city of Azov in Rostov Oblast, A. Maksimenko from the settlement of Mirnyy in Kuybyshev Oblast, A. S. Korchak from Odessa and others who were able to independently determine that the angle between the wall and the ceiling in their apartments was certainly not equal to 90 degrees.

The author, who had been in Gorky, also saw such a "crooked" house. We might add that the director of the machine-tool building association lives in one of its apartments...

Most of the letters received were directed by the editorial staff to the State Committee on Civil Construction and Architecture (Gosgrazhdanstroy) under the USSR Gosstroy [State Committee on Construction Affairs].

* * *

Response by Section on Social-Domestic Problems of LITERATURNAYA GAZETA:

After a two-month delay, the editors received a response from the chief of the Gosarkhstroykontrol' [State Architectural and Construction Control] Administration, committee member P. G. Zubov. The response was detailed and extensive. However, unfortunately it did not guarantee that no more "semi-finished" houses would be handed over to new tenants by the hack-workers. Moreover, P. G. Zubov maintains that "the quality of apartments and residential houses is improving from year to year" and that we are speaking generally of a few specific cases ("...however, the facts are nevertheless there..."). It would be interesting to hear what the authors of hundreds of letters, the new tenants whose housewarming had been marred, would have to say about this.

We hope that comrade Zubov forgives us for our bluntness, but he intentionally changed the subject. Instead of telling us the names of the guilty parties and the punishment they received (since this was the specific request accompanying each reader's letter which had been forwarded by the editors to Gosgrazhdanstroy), comrade Zubov reminded us that the USSR Council of Ministers "forbids state acceptance commissions from accepting for operation any residential houses which have unfinished work." However, the very fact that this prohibition is far from always heeded was the subject of our article!

How did the Gosarkhstroykontrol' punish those who had broken the resolutions of the USSR Council of Ministers? What are these people's names? It is remarkable, but not one word was said about this seemingly most important response!

We are therefore forced to publicly ask the questions to which the readers of LITERATURNAYA GAZETA deserve an answer:

1. Will the builders return (in those cases where this is needed) to correct the defects which they have caused in houses which are already inhabited?
2. Will we continue to get letters from readers telling of cases where the new tenants move into "semi-finished" houses made of concrete and glass?
3. How is the architectural-construction control prepared to deal with the members of the acceptance commissions to whom the state has entrusted such a responsible matter in its name?

The spot checks by inspectors of Gosarkhstroykontrol' mentioned in the response which we received were evidently not enough to once and for all stop the flood of complaints from new tenants. Nevertheless their pretensions, as pointed out in the article and as evident from this overview, are much more serious than a simple dislike for the colors of wallpaper or design of the door lock, to which the author of the response traditionally refers.

It is a pity that the Gosarkhstroykontrol' has ignored the requests (we remind you: there were hundreds of them -- in each letter accompanying a complaint) to announce the names of the persons who disregarded the state resolution and accepted the unfinished new buildings. The editors must once again bring up this fact, but this time in the pages of the newspaper.

It is necessary to know the specific guilty parties so that it would be possible in a judicial manner to decide questions on the means of punishment for such dereliction of duty which is so ruinous to the state. In any case, this objective evaluation is awaited by the new tenants, who have become unwilling contractors for the bad construction workers and who must pay with their health, time and pocketbook for the careless work of members of certain acceptance commissions squandering millions of rubles allocated by the state to solve the still acute problem of providing the population with new apartments.

EXCERPTS FROM LETTERS TO THE EDITOR

Even before I got my key, I could see the layout of the apartment, the color and design of the wallpaper through the crack between the door and the wall... B. CHASNYK, Zaporozhye.

The builders managed to install the electrical wiring in such a way that the television and the refrigerator, which were plugged into the sockets in the living room and the kitchen worked only when the light in the bathroom was turned on... Ye. KULIKOVA, state ward, Sredneakhtubinskiy Rayon, Volgograd Oblast.

Comrade new tenants! Throwing construction litter into the rubbish chute is categorically forbidden! ... ZhEU-20, announcement sent in by N. KONONOV, Zaporozhye.

I needed a half bucket of cement, but it is not sold anywhere. Where am I to get it. I go to any construction site and beg from the first worker I find... G. PET'KO, Novyy Urengoy.

When we moved in, the housing commission representatives assured us that all unfinished work is included in the documentation and will be corrected. It has been over a year, the unfinished work has not been corrected, it has been forgotten... T. and Z. SAFIYEV, Sumgait.

The apartments in our building are supposed to be of improved planning design. Evidently I don't understand what this means. In any case, when I saw my apartment for the first time, I started to cry... M. TORKOVA, Leningrad.

I don't know about other new tenants, but we would have gladly waited another six months to get an apartment in perfect condition. What is six months when my wife has stood in lines for 12 years and 9 months? A. SHE'CHENKO, Yevpatoriya.

Nevertheless one's own apartment, even one like this -- is fine! G. KHAFIGOVA, Zatobolsk settlement, Kustanay Oblast.

A television, tape recorder, or defective footwear may be returned to those who made the defective merchandise for a refund, but a defective apartment which leaks, where the walls freeze, etc. -- alas, this is an uncompensated defect for life... V. PAPIN, Moscow.

Maybe the evaluation of a building should be given after receiving some input from the future residents? G. IVAN'SHINA, Leningrad.

For some reason, builders do not like vegetation. It bothers them. As a result, the new tenant ends up as if in a desert. How gloomy... V. TROFIMENKO, Tashkent.

The law should make provisions forcing those members of state commissions who accept facilities with defects to pay a monetary fine. Then none of the members would risk going along with the defect makers... N. NAZIN, Novyy Oskol.

HOUSING AND PERSONAL SERVICES

QUESTIONS ABOUT RSFSR HOUSING CODE ANSWERED

Moscow IZVESTIYA in Russian 9 Jan 84 p 2

[Article by the IZVESTIYA legal service: "The Right to a New Apartment: The RSFSR Housing Code Goes Into Effect"]

[Text] The law permeates practically all spheres of life. It defines our rights and our responsibilities. And, respect for the law is not only our free will, but also one of life's necessities. Therefore, the increasing interest on the part of the readers to legal questions is most understandable. Many readers have expressed their desire to see more expanded and in-depth legal topics discussed. With consideration for this, an IZVESTIYA consultative legal council has been created affiliated with the newspaper's legal and moral section. It is comprised of major specialists in various fields of Soviet legislation. This council will help the newspaper in planning and developing materials of a legal character. It will study the mail received from the readers and see that the most current and acute materials of greatest social importance appear on the pages of IZVESTIYA.

Thus, effective 1 January 1984 the RSFSR Housing Code went into effect. (Similar codes, with specific differences in certain regulations, we adopted also in other union republics). At present this is the basic code of legal housing standards which has enriched housing legislation with an entire series of new regulations aimed at ensuring the constitutional right of citizens for housing. At the same time, certain legal standards continue to be in effect which are not included in the new Code. This sometimes causes certain difficulties in the application of housing legislation for a person who is not versed in jurisprudence.

In preparing its first publication, the IZVESTIYA consultative legal council decided to start with presenting answers to those readers' questions which deal with the right to obtain residential housing in buildings which are part of the state and public housing fund.

Doctor of Legal Sciences I. B. MARTKOVICH answers the questions.

[Question by A. Paramonov, city of Kuybyshev]. My wife and I live in a room which is 14.6 square meters in size. Soon we will have a baby. Will we be placed on the list for improving our housing conditions?

[Answer] Your right to obtain a new apartment is provided by the Housing Code. According to point 29, article one of the RSFSR Housing Code, you must be acknowledged as needing improved housing conditions and, consequently placed on the list, not only by place of employment but if you desire also by place of residence. The grounds for this are the fact that the size of the residential area which you currently occupy is below the level specified in the above-mentioned code standard.

[Question by K. Ivanova, city of Lyubertsy, Moscow Oblast] The concept of "level of housing provision" is mentioned in the Housing Code. Would you please explain what this means?

[Answer] This is not a simple question and is commonly asked. In actuality, Article 29 of the Housing Code deals with that level (or, as it is sometimes called, "accounting norm"), which may be called the threshold for needing improved housing conditions in terms of square meters of living area. The Code has left its determination to local organs of state management. This is explained by the fact that, despite the high rate of residential housing construction, because of a number of socio-economic factors, not all regions of the country have identical conditions and capacities for providing citizens with new and improved residences. For many regions the residential problem is still acute, and this forces them to establish priorities in awarding housing, to place on the lists first of all those citizens whose living space is lower in area than the established "accounting" level for the given location. Preferences are provided in regard to certain categories of citizens. Thus, participants in the Great Patriotic War, labor veterans, families with many children and those families having twins may be placed on the list even if they occupy a larger size residence than that which corresponds to the accounting norm. Invalids of the Great Patriotic War, single women who served on the front line, and persons who have performed special services to the Homeland are also placed on the list if they are presently living in a communal apartment, regardless of the area of living accommodations which they occupy.

Let me now address the area of the new residential housing which must be allocated to a family, as a rule, in the form of an individual improved apartment. This area is also limited. However, we must point out that the meter area of the allowed living space (article 40, RSFSR Housing Code) significantly differs from the "accounting level". As we know, the RSFSR Housing Code has set a housing norm of 12 square meters per person, as opposed to the norm of nine square meters which had been previously in effect. However, these 12 square meters for each family member may be considered the maximal limit of the republic's capacities. Therefore, the organs of state management in local areas are given the right, again based on local conditions and capacities, to also determine that meter area which comprises the lower limit of allocated housing. In this case we are already speaking not of the threshold of need, but of a means for improving housing conditions.

[Question by V. S., Voronezh] My husband suffers from epilepsy. Since we live in a communal apartment, his illness causes serious concern for the neighbors. Can we demand to be given individual housing?

[Answer] Such a demand is lawful. According to point three, article 29 of the RSFSR Housing Code, citizens are considered to be in need of improved housing conditions if they live in an apartment occupied by several families and have family members who are ill or suffering from severe forms of certain chronic illnesses under which joint habitation with them in the same apartment is impossible. The said citizens also have the right to additional living area in the form of a room or in an area of no less than 10 square meters (article 39 of the RSFSR Housing Code). Article 36 of the Housing Code provides for first priority allocation of housing accommodations to such persons. The list of illnesses entitling citizens to this right was ratified by the USSR Ministry of Public Health on 28 March 1983. I might note that your husband's illness is also on this list. To exercise your rights, you must get the appropriate medical certification, which is issued by the prophylactic-treatment institution at the patient's place of residence or place of work.

[Question by N. Zabotin, Sverdlovsk] I am having problems with housing. I was assigned to a dormitory, but when I started a family we had to rent a room. Can we get our own apartment? Is this correct?

[Answer] Undoubtedly. According to the regulations of article 29 of the RSFSR Housing Code, those people are in need of improved housing conditions who presently live in a dormitory, having obtained a place there as the permanent worker of an enterprise, institution or organization, as well as citizens who have lived for a long time under sublease conditions in houses of the state and public residential fund or under rental conditions in houses of residential-construction cooperatives or those belonging to citizens as personal property. Obviously, this holds true if the citizens do not have any other housing area.

[Question by Ye. Nikolayeva, Omsk] I was the wife of a military man who died at the front. Now I have another family. Do I retain the right to obtain a new apartment with first priority?

[Answer] Article 36 of the RSFSR Housing Code deals with the first-priority assignment of residential housing to families of soldiers (partisans) who were killed or missing in action. Who are considered to be the members of such families? The Plenum of the USSR Supreme Court, in its resolution dated 9 December 1982, stressed that they should include: dependents of the deceased or missing soldier, who are paid a pension in connection with this; parents; a spouse who has not remarried, regardless of whether or not a pension is received; children who have no other family or, even if they have their own family, those who have become invalids prior to attaining legal age, as well as children who have their own families but both of whose parents have been killed or are missing.

[Question by N. Grishin, Khabarovsk Kray] I have been transferred to work in another location. In what order must I be given an apartment?

[Answer] Article 36 of the RSFSR Housing Code, listing nine categories of citizens who have the right for first-priority assignment of housing accommodations, indicates in conclusion that this right may also be given to other citizens by legislation of the USSR and the RSFSR. According to the resolution of the USSR Council of Ministers dated 15 July 1981 entitled, "On Guarantees and Compensations During Work Relocation to Another Area", workers who have moved in connection with a job transfer to another location and members of their families are to be given residential housing according to conditions provided in their labor contract. Thus, these conditions may also include first-priority (or even extra-priority) assignment of housing area.

[Question by V. Lugova, city of Kalinin] Having lost both parents, I was raised by relatives, and the apartment where I lived with my parents has been occupied by someone else. Will I receive another residence?

[Answer] They are obliged to give it to you, and without being placed on a waiting list. Point two, article 37 of the RSFSR Housing Code provides for the right of receiving housing accommodations out of turn by citizens who have concluded their stay in a state children's institution, or with relatives, trustees or guardians where they were being raised, if it is impossible to return their former housing to them. This is a new and very important regulation which did not exist before and which now reliably guarantees the interests of orphan children.

We may also note that residential housing is given out of turn to those persons whose residence has become uninhabitable as a result of natural disaster, as well as in other cases provided by the USSR and RSFSR legislation. Some of these have already been established by previously published normative acts. Thus, according to the above-mentioned resolution of the USSR Council of Ministers dated 15 July 1981, workers who are relocated under worker distribution to another area and members of their families must be given housing accommodations out of turn upon the arrival of the worker. Also, the Position on the Order of Reimbursing Loss Caused to a Citizen by Unlawful Actions of Organs of Inquest, Preliminary Investigation, Prosecution and the Court (ratified by Directive of the Presidium of the USSR Supreme Soviet on 18 May 1981), provides that in the case where an unlawfully convicted citizen returns to his place of residence, but it is impossible to return the lost housing to him, he must be given equivalent housing out of turn in the same populated area with consideration of the effective norms for housing area and family make-up.

[Question by G. Surovtseva, Leningrad] Our turn has come to receive a new apartment. My husband has heart trouble, my mother is old, and I am expecting a child. Must these circumstances be taken into consideration in allocating an apartment for us?

[Answer] Of course. Article 41 of the RSFSR Housing Code proscribes the following in the allocation of housing accommodations: to consider the interests of the citizens -- persons of a different sex over 9 years of age, except for spouses, cannot be housed in the same room; housing accommodations are allocated with consideration of the state of health of the citizens and other circumstances deserving of attention. We must believe that your pregnancy will also be taken into account. The Housing Codes of some union republics, particularly

that of the Azerbaijan SSR, refer directly to this matter. In practice, however, this circumstance is considered, and not only where the Housing Code contains such a norm.

[Question by Ye. Nagovitsina, city of Kirvo] Our family is being given a new apartment, but my mother does not want to move. Now the housing manager is threatening her with court eviction. Is he right?

[Answer] We find the answer to this question in the resolution of the USSR Supreme Court Plenum dated 9 December 1982 where it is clarified that when a renter is given housing accommodations, the family members must move into it if they are included in the order and have given written consent to living in the newly assigned accommodations, or when according to the circumstances of the matter the court establishes irrefutably that these persons have given their consent to move.

So there you are. If your mother is listed in the order and has given her consent for the move, there is nothing to be done. She will have to move.

12322

CSO: 1827/155

CONSUMPTION TRENDS AND POLICIES

RSFSR MINISTER COMMENTS ON CONSUMER SERVICES 'EXPERIMENT'

LD092129 Moscow Domestic Service in Russian 1600 GMT 9 Feb 84

[Commentary by Ivan Grigoryevich Dudenko, RSFSR minister of consumer services]

[Text] I would like to stress that the decision of the party Central Committee and the Council of Ministers to carry out an economic experiment in a number of territories of the Russian Federation, at consumer service enterprises, is primarily aimed at accelerated development of the consumer service industry, at qualitative improvement of its work in all directions, and particularly at reducing the time delay in carrying out orders; at raising the quality of repair work; at development of the types of services and perfection of forms of services. It is aimed at making consumer services more convenient for the working people, from the point of view of both the work regimes of our enterprises and also from the point of view of the forms of service themselves. This means bringing services nearer to places where the working people live and where they work, so that clothing cutters, hairdressers, photographers, those who receive orders for the repair of consumer items, radios and televisions, and a number of other services, go there.

The responsibility of the leaders of consumer service enterprises is being raised, because all forms for encouraging the system depend fundamentally both on their volume and on the right to obtain these incentives, in principle upon these very qualitative aspects of work. Apart from this, at the moment the consumer service enterprises themselves, their collectives, are not fully provided with economic incentives for increasing volumes, because excess profits cannot be channeled additionally into incentives for the workers in that collective, into resolving social problems and questions to a proper level; there is a lack of resources for constructing housing and cultural amenities for these collectives. What this means, at consumer services enterprises of these regions, with varied climatic zones, varied territories, varied densities in population, is to test and work out new elements of the economic mechanism, which will be laid down in principle in the plan directives of the twelfth 5-year plan.

CSO: 1827/168

CONSUMPTION TRENDS AND POLICIES

PROBLEMS IN SATISFYING CONSUMER DEMAND FOR QUALITY GOODS

Moscow SOVETSKAYA TORGOVLYA in Russian No 2, Feb 84 pp 3-6

[Article by R. Lokshin, doctor of economic sciences: "The Policy of Product Variety and the Satisfying of Demand"]

[Text] The daily activities of the administrative party and Soviet agencies in the center [Moscow and Leningrad] and in the outlying areas are imbued with concern for raising the standard of living of Soviet citizens and the taking of all steps to satisfy their reasonable needs. An important component of the program for the consistent rise in the national standard of living is the guaranteeing of the production of commodities with the quality and in the variety that conform to the tasks and demands of various groups of consumers, and the creating of the necessary conveniences in the purchasing of commodities. In this direction definite positive results were achieved in the year that has ended, especially with respect to the saturating of the market with nonedible commodities.

As is indicated by an analysis of the data provided by state statistics and by the regular informational reports from VNIKS, the total volume of commodities offered is sufficient to satisfy the customers' demand for suits, overcoats, men's shirts, outer knitwear, carpets, household refrigerators, radio receivers, television receivers, clocks, cameras, soap, detergents, and other commodities. There has been a more complete satisfying of the demand for sets of furniture and individual makes of passenger cars. There has been an increase in the market funds of lumber and building materials and plumbing and sanitation equipment. The public is being provided with a sufficient total volume of vegetable oils, margarine, fish products, macaroni products, bread products, sugar, and many types of confectionery articles and vegetables.

However, although there is sufficient volume in satisfying the demand, for almost every commodity there are still unresolved problems that are linked, for example, with quality, variety, packaging, packing, conditions for delivering them to the public, and other causes that have been restraining the sale of certain varieties of articles while there is a shortage of others that are included in the same commodity group.

The increase in the production of consumer goods and the rise in the public's monetary income are accompanied by an increase in the customers' demands with regard to the variety and quality of commodities. The demand becomes more specific. A greater and greater number of customers, when going to the store,

know ahead of time what model or style of article they would like to buy. An important factor at such time is the factory trade mark that has been earned by the enterprises producing commodities for the public.

This is influenced by the fact that the customer has accumulated a wardrobe of clothing, and most of the families have been provided with many articles intended for cultural, everyday, and household use. For example, each 100 families have more than 90 radio receivers, television receivers, and refrigerators. It is natural for the purchases to replace or to augment the wardrobe to be made only if the articles being sold have the best consumer properties or are especially fashionable as compared with the ones that were previously purchased.

Something that has been literally the scourge of trade, causing an especially acute dissatisfaction among the customers, is the impossibility, without any additional losses of time, of purchasing clothing and shoes in the necessary size, although the store has for sale commodities in similar models, but in different sizes. This can be explained only by the poor supervision exercised by the trade organizations over the precise fulfillment of their production orders by the factories, by the tardy transferral of those production orders to the industrial enterprises to replenish the variety, and by the lack of any elementary concern on the part of industry for satisfying the consumer demand. There has been a failure to overcome the inertia that was typical of a period of shortage, when it was generally thought: our customer is not too demanding -- he'll take anything. This explains the poor quality of the sewing, the tardiness in the fulfillment of production orders for commodities by sizes, and the slowness in changing over to the manufacture of fashionable models. One feels the effect of the shortage of finishing materials and of modern equipment. One can find a large number of reasons for this. They did not spring up only today, but, in essence, there is no one that one can ask for an accounting. It is rarely successful, for example, to find the specific person who was responsible, say, for producing a suit that did not win the approval of the customers. But the main thing lies in the fact that there has been an extreme lessening of reciprocal demandingness.

The discrepancy between the supply of commodities and the demand is also linked with the insufficient differentiation of the variety of nonedible commodities by the level of prices, which should take into consideration the differences in the income of individual groups of customers (for example, retired persons, students, highly paid categories of workers), as well as the purpose of the article (clothing and footwear for daily wear, for holiday wear, for engaging in sports, for work, etc.). This is an important circumstance that has manifested itself with particular clarity in recent times, but it is not being taken into proper consideration when developing the production orders for the trade system and the production plans, and this has been restraining the sale of a number of commodities.

Despite the considerable reserves, there has been a failure to satisfy the customers' demands for "ordinary" but high-quality commodities, as well as those that are especially fashionable, albeit more expensive ones. In 1983 there was a considerable increase in the reserves and, at the same time, a

decrease in the sale of woolen and silk fabrics, individual types of knitted articles and footwear, haberdashery, jewelry, and expensive furniture.

The costs incurred by these dynamics are influenced by a large number of factors. They include shortcomings in the operation of many of the industrial enterprises, which, in the attempt to fulfill the plan at any cost, continue to produce commodities without taking sufficient consideration of the new requirements and production orders from trade, and do not have any concern about renewing the variety. It also includes the insufficient balancing of the commodity production plans and the providing of them with raw and other materials, components, and equipment. And it also includes the inefficient use of resources, as a result of which the enterprises attempt to "compensate" for the nonfulfillment of the production plan in physical terms by emphasizing the price factors. Nor can one discount the omissions in the organization of the trade process (the low efficiency of services provided, the insipid advertising, the extremely weak economic effect upon the variety and quality of articles, and miscalculations in evaluating the demand) or the practice of granting reciprocal amnesty for nonfulfillment of contracts, or the adjustment of the established plans. One still encounters instances of improper interference in the economic relations of trade organizations and industrial enterprises, when the trade organizations pledge to accept and pay for commodities that have not been ordered and that are not popular.

The slowing down of sale and the increase in commodity reserves have been influenced by the price proportions that were changed in recent years and by the insufficiently substantiated correlations in the prices of individual commodities. It should be noted that the reduction in retail prices of a number of commodities effective 25 April and 1 December 1983, as well as the clearance sale effective 1 September last year at reduced prices for a large group of articles in obsolete styles and models that were removed from production, were aimed at eliminating the causes that have been retarding the sale to the public and the development of the production of a number of commodities. Prices have been called upon to provide a constant incentive for the production of commodities in the variety and quality that would win the acknowledgement of the customers and that would conform to the economic interests of the enterprises of industry and trade.

One can conclude that the failure to coordinate the supply and demand on the basis of the detailed variety of commodities, the overall volume of which is sufficient, leads to the intensification of a general state of imbalance between the public's consumer funds and the mass of commodities.

A profoundly and completely thought-out policy of product variety for each commodity, a policy that encompasses production, wholesale and retail trade, pricing, and the system of contract ties, that is, the entire process of planning and management at various levels, is becoming a very important means of the more complete satisfying of the needs of various groups of customers. At the same time it is also a condition for the most effective use of the material and financial resources, and the balancing of supply and demand both for individual commodities and for the overall proportions. Therefore it is especially important to observe strictly the established technological scheme

for developing and coordinating the plans, to assure that there is no violation of the accepted division of labor among the persons developing them at the various levels, and to obtain sufficiently accurate and prompt information about the situation with respect to the reserves and the rate of sale of individual commodities.

At the present time favorable conditions are being established for increasing the production and improving the practice of planning the production of commodities, and for establishing more flexible economic ties between production and trade. A stricter approach is being taken to evaluating the activities of the enterprises depending upon their fulfillment of the contract obligations. There has been an increase in the responsibility borne by the industrial ministries and enterprises for producing the commodities with the proper quality and in the variety needed by the public. All this makes it possible, in our opinion, to resolve within the shortest periods of time the task of balancing the supply and demand for a broad group of consumer products. This requires the strict and uncompromising observance, at all levels of planning and managements, of the normative documents and decisions pertaining to the procedure of developing the plans. It requires the prevention of the establishment of planned assignments that have not been coordinated with the material or financial resources or the objective conditions, particularly without the consideration of the correlation between supply and demand.

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As everyone knows, the commodity production plans must be developed with a consideration of the results of the buying and selling of commodities at wholesale fairs and the economic contracts concluded at them. These fairs are held on the basis of reference figures that are issued by the planning agencies prior to the approval of the plans for the economic and social development of the USSR. It is also necessary to consider in conformity to the results of the wholesale fairs the material resources that are needed to guarantee production.

Unfortunately, the established procedure frequently is violated. After the conducting of wholesale fairs for the sale of woolen fabrics, scarves, jewelry, and refrigerators in 1982 and 1983, the production plans for those and certain other articles were determined without taking into consideration the economic contracts concluded at the fairs. This weakens the effectiveness of those contracts, the observance of which was the object of attention in the decree of the CPSU Central Committee and the USSR Council of Ministers on the question of the observance of contract obligations pertaining to shipments of output and of increasing in this matter the responsibility borne by the ministries, departments, and enterprises.

When comparing the dynamics of the production of individual commodities from the point of view of their physical composition and their value, one notes the outstripping growth of production in terms of value. These dynamics for many commodities reflect the progressive tendencies, inasmuch as they are accompanied by an increase in quality. Thus, the overall production of television receivers increased from 6,960,000 in 1975 to 8,345,000 in 1982 (increase of 20 percent), including those for the reception of a color image, respectively from 589,000 to 3,118,000 (increase of 5.3 times). As a result the average price of a television receiver also rose, inasmuch as the labor-intensity for manufacturing a

color television receiver is approximately 2-3 times more than for a black-and-white receiver. A similar process is typical of household refrigerators. The share of refrigerators with a capacity of more than 200 liters increased in the overall production from 24 percent in 1977 to 45 percent in 1982.

But, in addition these positive processes, one also notes a phenomenon that is not always justified by the expenditures for production or by the supply and demand relationship -- the outstripping growth of the production of articles in value terms while there is stability or even a reduction in the volume of their production in physical terms. This pertains, for example, to metal pots and pans, furniture, certain types of haberdashery, and certain other commodities.

The production of enameled steel pots and pans in 1982, as compared with 1975, decreased with regard to overall tonnage and the quantity of certain articles, but the shipment of those articles to the trade network in retail prices increased significantly. During that period a lot was done to improve the quality and lighten the weight of each individual article, to make the more efficient use of the materials, and to expand the production of the pots and pans that were popular with the customer -- those with pictures or patterns on them. The production of pots and pans in sets increased by more than 1.5 times. At the same time during that period there was a reduction in the production of teapots, mugs, and coffee pots, which are in short supply as sale items.

For example, the Yaroslavl motor-vehicle builders overfulfilled the plan for the production of enameled pots and pans in 1982 in monetary terms, but with regard to the quantity of articles as stipulated by the contract, considerably underfulfilled it. In the first quarter of 1983 there was incomplete fulfillment of the trade system's production order for 3-liter cans, teapots, and mugs, while there was an overfulfillment of the plan for the shipment of saucepans with drawings on them, as a result of which the price of the articles rises by a factor of almost 1.5.

The stores have a limited variety of furniture and it is not always possible to purchase a book shelf or bookcase, a magazine table, or inexpensive kitchen furniture, but expensive sets of furniture are available for sale. The Tatnebel' Production Association in Kazan, for example, underdelivered in 1982 furniture that was in popular demand by a total of more than 1.5 million rubles, but increased by 1.2 million rubles the delivery of bedroom suites, sofa-beds, and other types of furniture for which the supply has been satisfied.

Again and again the questions arise: why don't the trade organizations make complete use of their right to refuse to accept, or to refuse to pay for, commodities which are delivered in a manner that does not agree with the contract obligations? Why don't they break off economic relations with those enterprises until they begin to execute the terms of the contract precisely? Why do many enterprises in industry take into insufficient consideration the customers' demand, and fail to meet their contract obligations?

It is impossible to answer these numerous "why's" with an unambiguous answer, inasmuch as, for each commodity, there arise specific problems that are linked, in particular, with the providing of production with raw and other materials,

and equipment, the staffing of them with personnel, differences in the production costs and the level of profitability of individual commodities, and, finally, with the substantiation of the production plans, the correctness of the production orders issued by the trade organizations, and the effectiveness of the economic mechanism governing the ties between trade and production.

The levers that the socialist economy has at its disposal and the existing normative documents created all the necessary prerequisites for guaranteeing the complete coordination of supply and demand.

The commodity variety policy can be carried out successfully only if industry and trade carry out joint efforts. By orienting oneself on the production orders issued by trade, the demand services in industry must not only know the state of affairs in the market of "their own" and concomitant commodities, but must also foresee the possible changes in demand, in order not to find themselves in a situation when the output that has been produced is not accepted by the customers.

Instructive experience was gained at the Zavod imeni M. Kalinin Association in Leningrad, which for a long period of time produced the Neva electric shavers, which ceased to be popular, as a result of which the enterprise suffered considerable economic losses. The plant carried out a thorough reorganization of production, created a design bureau and an experimental sector for the production of consumer goods, prepared for the mass production of a number of new items (electric shears, cassette tape recorders, protective alarm systems), and overcome the economic difficulties with the sale of the obsolete output. However, every enterprise must prepare ahead of time for this kind of maneuvering, without waiting for the production orders. It must seek out the opportunities for producing new articles that are able to attract the customers, instead of the output that is ceasing to be popular. Otherwise there will be inevitable disruptions and drops in the production and sale of commodities and large losses that are linked with the tardy reorganization of production.

A condition of no small importance for the observance of contract obligations is the refusal to make compromise decisions which, in the final analysis, postpone the fundamental resolution of the question of reorganizing the variety and improving the quality of the commodities.

Whereas, with respect to the renovation of the variety and the development of the production of fundamentally new commodities, the first word naturally belongs to industry, the responsibility for determining the demand for the traditionally produced commodities, as well as for similar articles that differ with regard to their price level (with a consideration of the differences in tastes and the income of individual groups of customers) is borne entirely by trade. The guaranteeing of the proper proportions in the production orders and the supervision of the delivery of articles that are inexpensive, average in price, and especially fashionable, which have been intended for customers having a higher level of income, is becoming a very important task of the demand services in trade. One cannot fail to say that in the production orders issued by the trade organizations for sewn garments and knitwear and certain other commodities, these proportions are expressed with insufficient clarity. The excessive averaging of the proportions in the production orders makes it possible for the

industrial enterprises to deviate from them, and the trade organizations are thus deprived of the opportunity to check the fulfillment of the production orders.

One of the obstacles on the way to the better satisfying of demand is the insufficiently expressed area of specialization in certain enterprises of light industry, which do not always take into consideration the specific customer (on the basis of age, occupation, income, or other differences) for whom the output being produced is intended. The specialization of production, the establishment of companies in retail and wholesale trade that are specialized by groups of commodities, the coordination of the detailed descriptions of commodities during the concluding of delivery contracts, constant reciprocal monitoring of the rate of sale and movement of reserves, the checking of the customers' reaction to the new types of commodities, the production of commodities in small consignments for test purposes -- all these elements of businesslike cooperation between industry and trade provide positive results. Concern for the customer and reciprocal demandingness will become a daily norm under conditions when, in the process of establishing prices, trade rebates, the level of profitability, and the systems for the payment of labor and the providing of material incentives, the economic interests of industry and trade are constantly taken into consideration.

The experience of the Chelyabinsk trade center, the Progress Production Shoe Association in Lvov, and a number of other companies operating on the principle of contract prices, convincingly confirms the benefit of specialization that has been reinforced by economic contracts. Unfortunately, the practice of establishing contract prices for especially fashionable output has not received the proper development. According to materials provided by VNIETsistem, the volume of output of light industry that was produced on the basis of contract prices constituted in 1982 a total of 0.2 percent of the overall volume for the branch as a whole.

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Special attention should be devoted to the questions that are linked with improving the production and sale of commodities for children. During recent years light industry has carried out specialization, thanks to which positive results have been achieved in the work of such companies as Yunost', Smena, and Sport, which established contractual ties with enterprises and companies of the Detskiy Mir type. The number of specialized stores for the sale of commodities for children in state trade increased during 1979-1982 from 1368 to 1958 (not including children's sections in department stores and other stores). However, even now the specialized stores do not always have a sufficient selection of commodities in children's sizes and styles, and this is linked to a considerable degree with shortcomings in providing industry with raw and other materials and with equipment.

The commodity-variety policy cannot be conducted actively for many commodities (especially durable one) that are being produced chiefly at enterprises of union-level industry, under conditions when wholesale trade in the country is disorganized and restrained by the confines of the republics. This situation, in our view, cannot fail to have an effect on the extremely slow reorganization of production in conformity with the demand, and on the poor maneuvering of resources on a countrywide scale. Why, for example, has USSR Ministry of Trade not been able for a prolonged period of time to achieve an improvement

of the consumer proportions of the refrigerators produced at many enterprises, giving the preference to the output that is distinguished by high consumer properties and ceasing the purchase of commodities with low quality indicators? One of the reasons for this is the lack of cost-accounting principles in union-level wholesale trade, which would have real economic means for exerting an effect on the more rapid reorganization of production. Union-level wholesale trade has been called upon to eliminate the influence of the local-interests approach to evaluating the quality of the output produced in a particular region, and to orienting the enterprises toward the needs only of "their own" market.

At the present time, thanks to the considerable increase in the market funds of lumber and building materials, the prerequisites are being developed for the more complete satisfying of the demand for those commodities. However, this is hindered by the variety that fails to conform to the demand, by the poor packaging and packing, and by the unsatisfactory organization of trade and delivery of these commodities to the customers. For example, the market is supplied with excessive volumes of lumber materials from soft-wood species (up to 70 percent of the timber, 40 percent of the sawn lumber), the application of which is extremely limited, and also short-measure and thin-measure varieties. A considerable amount of the cement continues to be delivered in bulk shipment, and packaging of it in small amounts (bags of 5-10 kilograms each) is, practically speaking, not carried out at all. Window glass is shipped in large-shipment containers and boxes, and this causes large losses when it is unloaded and being delivered to the stores. Nails of one size are delivered in large-volume containers and barrels. A considerable quantity of the large-size nails remains unsold for long periods of time in the trade network while there is a lack of nails of medium and especially the small sizes. All this leads to the uneven distribution of materials by regions, causes tremendous difficulties in the unpacking and delivery of commodities to the stores, and creates an artificial shortage despite the sufficiency of the resources as a whole.

There is an acute need for a fundamental re-examination of the conditions for the delivery of lumber and building materials for the market, and for creating within the makeup of USSR Mintorg (and in the union republics) associations, operating on cost-accounting principles, for trade in the commodities that have been mentioned, inasmuch as the transferral of the trade in them to USSR Gosstorg has not justified itself.

The program being developed on the decision of the Politburo of the CPSU Central Committee by the ministries, departments, and union republics -- the Comprehensive Program for the Development of the Production of Nonedible Consumer Goods and the System of Services for the Public for the 12th Five-Year Plan and the More Prolonged Period -- not only has been called upon to remove the short-supply situation in the market of nonedible commodities and to satisfy completely the public's demand for them, but also has been directed at bringing production as close as possible to the efficient conditions of consumption. A component part of this program must be the elaboration of the concepts of the commodity-variety policy by groups of commodities and measures to provide for a broad circle of needs of Soviet citizens in conformity with their growing income and demands.

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CONSUMPTION TRENDS AND POLICIES

CPSU, COUNCIL APPROVE RSFSR CONSUMER SERVICES PLAN

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[Text] In connection with the development of a comprehensive program for the development of consumer goods production and service systems, the CPSU Central Committee and the USSR Council of Ministers have examined the question of ways to expand economic independence and to strengthen the interest [zainteresovannost] of production associations and consumer service enterprises in satisfying more fully the population's needs for services. The decision which has been adopted notes that measures are being consistently implemented in the country to improve consumer services for the population. The industry's material and technical base is developing and strengthening. Together with this, the level of consumer service does not as yet fully meet the demands, which have grown, of Soviet people.

In order to develop the initiative of labor collectives, the CPSU Central Committee and the USSR Council of Ministers have adopted the proposal of the RSFSR Council of Ministers for conducting an economic experiment within the system of the RSFSR Consumer Services Ministry, to start 1 July, to expand economic independence and strengthen the interest of consumer service associations and enterprises in satisfying more fully the population's needs for services. Particular attention is being given to the need to improve quality, to observe deadlines for carrying out orders, and to raise the efficiency of service to the population.

In the elaboration of the decision of the CPSU Central Committee and the USSR Council of Ministers, the government has determined concrete conditions for carrying out the economic experiment. An account of the decision is being published in the newspapers.

CSO: 1827/168

PERSONAL INCOME AND SAVINGS

LIVING STANDARDS, INCOME FROM WAGES, BONUSES, FARM PLOTS EXAMINED

Tashkent EKONOMIKA I ZHIZN' in Russian No 12, Dec 83 pp 13-16

[Article by V. Gordin, candidate in economic sciences: "Not by the Ruble Alone"]

[Text] The increase in the population's standard of living is achieved to a significant degree by means of an increase in its real income. Depending on the source, this income may be divided into three types: income from labor in social production, income obtained from public consumption funds, and finally income from personal subsidiary farming.

Each of them plays its own role in the distribution policy of socialist society. While income from social production is called upon to precisely evaluate the labor input of the worker and that sum of everyday means which is necessary for him to reproduce his work force and to stimulate his labor activity, payments from public consumption funds serve the purposes of social mutual aid and the creation of favorable conditions for educating the young generation and maintaining the sick and aged members of society. The development of personal subsidiary farming solves a double problem: it increases the living standard of individual categories of the population and improves the provision of the people with food products.

Understandably, the growth of real income in and of itself does not mean a corresponding increase in the living standard of the population. Rather this is a starting point, a beginning for further progress toward the individual's goal -- the consumption of material and spiritual goods and services. However, a "barrier" in the transition from income to consumption at the present time is the inadequate level of consumer goods provision and the low level of development in the sphere of services. And since the starting point -- real income -- is steadily increasing, the general lack of balance between supply and demand is becoming ever more clearly evident.

The direct and reverse connections between the cause and effect of this problem have become closely intertwined. The shortage of individual goods for public consumption is caused primarily by the low labor productivity in the national economy. In turn, the insufficient growth rate of labor productivity is to a significant degree conditioned by the unsatisfactory provision of the ever increasing income of the population from work in social production. The non-correspondence between growth rates of labor productivity and wages also

plays its part in creating the indicated disproportions. Thus, in 1981 the average monthly wage of workers in industry increased by 2.4 percent as compared with 1980, instead of 2.2 percent as provided in the plan. As a result, the increase in average wage per one percent growth in labor productivity comprised 0.83 percent, while it had been planned in the amount of 0.61 percent. In other words, wages were paid which to a significant degree were not associated with the output of production.

The growth of labor productivity cannot be stimulated primarily at the expense of a disproportionate increase in wages. The consumer goods market is incapable of handling the increased flow of monetary funds from the population.

The "boomerang of disproportion" is beginning to affect also the sphere of production. The role of monetary forms of stimulation is relatively decreasing. Therefore, the hierarchy of natural forms of incentive is becoming ever more apparent (apartments, receipts from the plant subsidiary farm, trips, etc.). These are called upon to stimulate the worker's labor productivity and to secure the work force at a given enterprise.

However, naturalization of material stimulation creates unequal incentive conditions for workers at different sectors and enterprises. (For example, in 1965-1975 triple the amount of residential housing was built for workers employed at enterprises of the Ministry of Power and Electrification as compared with workers in ferrous metallurgy. At the same time, the workers employed in the food and light industry sector received only 1/18 or 1/20 the amount of housing).

When we speak of creating a system of material incentives in social production, we must not forget the need for maintaining a certain differentiation in monetary receipts. The basic form of payment for labor -- wages -- is differentiated, as we know, according to training, professional and regional indicators. The differences in the wage level are a most important condition for creating material interest on the part of the workers in the results of their labor. (Not only the absolute change in wage level is important for the worker, but also the level as related to his closest colleagues). It is also a factor in providing the living capital necessary for reproduction of the work force which may be qualitatively and quantitatively different depending on the region of residence. At the same time, differentiation in wages leads to the situation whereby the highly paid categories of the population may present much more capital to the market than the others. However, under conditions of consumer goods deficit this also gives rise to a significantly greater level of non-satisfaction of their demands, and ultimately weakens their stimuli for labor. Therefore, the significance of permanent availability on the market of expensive but high quality, modern improved commodities which will satisfy the rational needs of this category of worker is ever increasing.

As concerns the means of increasing the living standard of persons living on social aid income obtained from public consumption funds, here too monetary factors play an ambivalent role. On one hand, the increase in monetary income for these categories of the population is necessary, since the presence of pensioners, invalids and children in the family significantly reduces its

average per capita income. For example, the appearance of a first-born child in a family, according to the data of a poll of Moscow residents conducted in 1978, reduced the average per capita income from 106 to 88 rubles per month. It is true that an entire complex of measures provided by a number of party and state resolutions is directed toward overcoming these "family difficulties". However, we may presume that today, as ten years ago, the state covers no more than 10-15 percent of the family expenditures associated with raising children. A solution to this problem may be seen in the accelerated development of the network of special high-quality services aimed at facilitating home labor and rationalizing domestic life. This is especially important for such a fast-growing population group as pensioners (their numbers have increased by a factor of 6.5 in the past 20 years).

Studies performed by specialists at the Scientific-Research Institute of Labor and the NIEI [Scientific-Research Economic Institute] under the USSR Gosplan [State Planning Commission] have shown that over 16 percent of all pensioners live separately from their children and relatives. And even though their expenditures for material goods and services of an individual nature comprise only 35.3 percent of the expenditures for people of working age, nevertheless their need for specific goods and services is increasing. Moreover, the relative weakening of monetary levers for improving the standard of living is closely tied in these population groups with a shortage of primarily specialized goods and products (dietetic goods, clothing items made of natural fibers, easy-to-use appliances, etc.). Similar needs for specialized goods are also characteristic of families having children.

Under current conditions, when the wages of workers and employees engaged in agriculture comprise 81 percent of the wages of workers in industry, the significance of receipts from personal subsidiary farming, which provides approximately one-fourth of all the combined income of a farm family, is rather important. However, it is important to note here that although the receipts from personal subsidiary farming reduce the difference in incomes of urban and rural residents, at the same time they also increase the differentiation in the level of income of the rural population itself. (Sampling studies have shown that 10 percent of the most well-to-do kolkhoz families receive from one-third to one-half of their combined income from personal subsidiary farming). On the whole, however, differentiation processes, including also those at the level of income from social production, rather broadly encompass the distributive relations of the modern farm.

It is true that rural residents are also currently experiencing certain difficulties in the realization of their obtained monetary income. This circumstance predetermines the growth in personal savings to a certain degree. While in 1965 the average amount of investment for the urban population comprised 332 rubles and in rural areas -- 309 rubles, in 1981 these figures increased to 1090 and 1216 rubles, respectively. For example, polls taken of the various social groups among the population of Orel Oblast showed that 74.2 percent of the workers have savings accounts, 80.7 percent of the office workers, and 82.9 percent of the kolkhoz farmers.

The non-satisfaction of the demand of the rural population is associated primarily with the insufficient development of the sphere of trade and domestic

services in rural areas. As a result, rural residents are forced to buy goods in the city, spending much time to make the trips. The data of studies conducted by specialists at the Central Scientific-Research Laboratory for the Study of Consumer Demand of Tsentrsoyuz [USSR Central Union of Consumer Societies] showed that 40 percent of all the televisions, around 30 percent of the motorcycles, 36 percent of the motor scooters, and 39 percent of the washing machines which the rural population buys are obtained through state trade. The second factor affecting the satisfaction of the rural population's demands is the fact that the goods manufactured by industry are not sufficiently suited to the peculiarities of the rural way of life. They do not consider the objective and subjective prerequisites for formulation of tastes, habits, and tendencies of the rural residents. All is not well also with planning the assortment of goods for the farm. Thus, in the course of the above-mentioned survey conducted in Orel Oblast, 14.8 percent of the workers, 18.8 percent of the office workers and 23.6 percent of the kolkhoz farmers indicated that they can afford the purchase of expensive items (including expensive furniture, automobile, etc.). Within the framework of this group, 1.4 percent of the workers, 3.6 percent of the office employees, and 8.1 percent of the kolkhoz farmers indicated that they can afford to live without denying themselves anything in the sphere of consumption.

As we have indicated above, the lack of balance between supply and demand has an ambiguous effect on the living standard of different population groups. Therefore, a set of means and measures is necessary for solution of this problem.

The traditionally applied methods, which are directed primarily at increasing the volume of goods and services, have the purpose of creating a general relative increase in the degree of satisfying consumer demand. The indicator of consumer goods production per ruble of the wage fund which was recently established in the sectorial and territorial plans also acts in the same direction. However, under conditions of limitation of resources for public consumption, an "averaged" improvement in goods provision to the population does not make it possible to achieve the goals of the social policy to a sufficient degree. Interest has increased lately toward the economic theory and practice of activation policy in the sphere of price formation. For the present day, the system of price formation on one hand does not fulfill its social functions (in terms of stabilizing retail prices for essential goods and basic food products, since the social effect from such price stabilization is "realized" generally by the moderately and highly supplied categories of the population). On the other hand, it does not solve the purely commercial problems of balancing supply and demand for certain groups of goods, since the practice of changing retail prices is not substantiated by a corresponding study and prediction of buyer demand. (This has led to the emergence of a new term among trade workers, "slow-selling goods", referring to jewelry items, crystal, rugs, and certain other groups of commodities). As comrade Yu. V. Andropov indicated in this regard at a meeting with Moscow machine tool builders, "...there are certain distortions in our prices, and we must eliminate them".

Therefore, the solution of the problem of balancing supply and demand requires not only the improvement of presently used methods, but also the search for new means of attaining the present goals of social policy.

As indicated above, the principle solution to the situation which has arisen in the social sphere, under which monetary factors reduce their role both as a stimulus for labor and as a form of social aid, is the development of a goal-oriented assortment of goods and services which maximally consider the demands of individual population groups. However, a contradiction arises with any approach. It consists of the fact that the sphere of production lacks interest in expanding and differentiating the commodity assortment. The entire economic mechanism, which is not dependent on the system of pricing indicators, does not motivate producers to the activation of market activity, which entails economic, organizational and technical problems on restructuring production activity and its adaptation to the consumer's needs.

How, then, is it possible to interrelate such different-level categories as the interests of the enterprises manufacturing the goods and the consumers? Of course, we cannot give a singular solution. We may only present certain variants.

The complexity of the problem of increasing the living standard requires a differentiated approach in establishing the relations between economic and social measures used for attaining the fullest satisfaction of the population's needs. Let us examine several variants of such an approach to the social development of the groups which we have already mentioned.

The problem of balancing supply and demand for high-income categories is presently solved by marketing expensive, non-essential items, luxury items, etc. It would seem that the production of such products meets the interests of the producers as well as the consumers. However, the moral-aesthetic aspects of such an approach cannot help but cause concern. This fact has repeatedly been mentioned in the pages of PRAVDA, KOMSOMOL'SKAYA PRAVDA, and LITERATURNAYA GAZETA. Moreover, we may presume that the very presence of a large number of items for ready sale with a price tag inaccessible to the average consumer is a motivating force for attaining wealth by persons with non-labor as well as with "semi-labor" incomes (i.e., incomes pursued not in a criminal, but in a fiscal order). We believe that the development of a market of expensive goods must occur under stricter socio-ethical control of the socialist state and society.

As concerns rural residents, they presently have certain characteristic differences in income not only according to the regional, but also to the inter-farm indicator. Therefore, the problem of satisfying the demands of individual categories of the population must be resolved within the framework of social measures which affect the entire income or demographic group (for example, high income families or families with small children). Moreover, the task of improving the living standard of rural residents has been specifically expressed in the corresponding section of the USSR Food Program devoted to improving the social-domestic infrastructure of the farm. However, the satisfaction of many of the material demands of rural residents will become possible only with the mass output of the appropriate goods (clothing items, appliances, machines and mechanisms). Material interest of industrial enterprises in this regard may be temporarily created by means of state subsidies. The application

of such measures does not exclude flexible maneuvering of individual groups of such commodities by means of retail prices. The implementation of such subsidies also does not contradict the principle character of active financial aid to the farm, which up until now had been directed primarily to its productive sphere.

The solution to the problem of improving the living standard of such population groups as pensioners, invalids, and families with small children may be achieved only on the basis of goal-oriented aid on the part of state and public organizations. The irrationality and impossibility of utilizing the "cost accounting" principles in regard to the given population groups in terms of their interrelation with the sphere of consumption makes the improvement of organizational forms of material support for the indicated members of society a necessity. A specific form of strengthening the goal-oriented nature of these measures could be the social target comprehensive programs (STsKP). The criterion for the identification of those population groups whose living standard must be planned on the basis of the STsKP is the gap in the living standard as compared with the main mass of the population. In this case it is important to keep in mind the fact that this gap cannot be eliminated by means of bringing the levels of monetary incomes closer together. This is hindered to a significant degree by the peculiar character of many demands, which is predetermined by the specific living conditions (rural residents), physiological peculiarities (pensioners, invalids), sanitary-hygienic requirements (families with small children), and other factors.

In developing a set of measures for improving living and working conditions within the framework of STsKP, it is also necessary to provide for the development and output of goods which best meet the needs of the above-mentioned categories of the population. Their nomenclature and assortment must bear a goal-oriented character. This would make it possible to solve not only the social, but also the economic problems.

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PERSONAL INCOME AND SAVINGS

NEW TYPE OF SAVINGS ACCOUNT EXAMINED

Moscow SOVETSKAYA ROSSIYA in Russian 25 Jan 84 p 6

[Interview with P. V. Ryndin, chairman of the board of Gostrudberkass by Tass correspondent: "New Kinds of Monetary Deposits are Being Made: Your Passbook"]

[Text] Supplementary benefits are given by the state to people who use the services of savings banks. As of February 1, 1984, new types of monetary investments are being made in addition to the traditional ones. They will contribute to wiser family budget organization and to the effective use of money accumulated by the population in the national economy--this is the opinion of the chairman of the board of the USSR Gostrudberkass [State Workers' Savings Bank], P. V. Ryndin, who was asked by the TASS correspondent to comment on this event.

[Question] First of all, a few words about how a savings bank works.

[Answer] The current USSR Gostrudberkass system is a most important credit institution, having at its disposal an extremely broad network of savings banks--approximately 80,000 of them; two-thirds of them are located in rural population centers. Last year they completed 3 billion savings and accounting monetary transactions. At this moment savings in the amount of 187 billion rubles are being kept in these credit institutions. The money accumulated here is used to make loans to the national economy. In making deposits, workers actively participate in carrying out the tasks of the country's economic development.

[Question] Pavel Vasil'yevich, at the present time savings banks execute 80 different types of operations. Tell us about the most promising of these.

[Answer] It should be mentioned that a great deal has been done recently to improve service to the population. The sphere of application of clearing operations through savings banks is continually broadening. This allows workers to make better use of free time, inasmuch as these transactions are completed in their absence. On the other hand, a system of accounts such as this is also advantageous for the state, since by using it the organization of monetary circulation is improved. At this time approximately 7 million workers, employees and kolkhozniks are receiving their paychecks in savings banks, and 40 million more are transferring a portion of their earnings to them.

Savings bank checking accounts are being developed for goods acquired by the population within the system of state and cooperative trade and other

clearing services that can be done on behalf of depositors. The total sum of clearing transactions made by the population through savings banks as of the start of the five-year plan was 112 billion rubles. The scale of the application of the single payment document for living quarters and communal and other services, already in operation in more than 1400 cities, has grown.

We can see that the facts presented speak for themselves: practically every family in the country is making use of the services of savings banks. It is therefore clear that improvement of their operation is the job of the state.

[Question] What are the new types of deposits that will go into effect as of February?

[Answer] I will note that they are made according to numerous wishes of workers. These are first of all youth bonus deposits, received from young men and women aged 18-30 for a period of up to 3 years, the return on which will be paid out at a rate of 3.5 percent annually. Two percent will be credited to the account annually and added to the balance and 1.5 percent will be paid out in the form of premiums according to deposits kept in the savings bank for no less than 3 years. Only the depositor himself can open a personal account of this type by presenting his passport. He himself determines the amount of the monthly payment—from 10 to 50 rubles. Further, the accumulation of funds in this account over a period of 3 years is accomplished by means of monthly payments which must be transferred into the savings bank by the accountant at the place where the depositor works or studies. Additional payments can also be made by the depositor or another person to his account with cash. Partial payments of amounts based on these deposits are not made.

New money-goods prize deposits are different in that earnings from them at a rate of 2 percent annually are paid out in the form of prizes as the depositor wishes, in money or goods in public demand. These prizes will be drawn in lotteries conducted at all savings banks in every union republic twice a year—during the first 10 days of April and the first 10 days of October. The first of these drawings will take place in April of this year. In each lottery 25 winning numbers will be drawn for every 1000 accounts: there will be one prize of 200 percent of the average account balance for the current half-year in which the prize was won, 2 prizes of 100 percent, 2 prizes of 50 percent and 20 of 25 percent. Thus, the amount of the prize will depend on the remaining balance and the amount of time it has been held at the savings bank. In this regard, the average half-year balance used to calculate the prize cannot exceed 5,000 rubles.

The list of goods that can be obtained by depositors as prizes won on their accounts is available for perusal at savings banks.

Savings banks issue special account checks to depositors for obtaining goods in stores with their prizes. According to the depositor's wishes, each check for the acquisition of goods can be written for an amount 25 percent over the amount of the prize won, the difference being paid in cash or a draft on the savings bank deposit. The amount of the prize can be obtained in cash or can be kept longer in the savings bank.

There is one more novelty--deposit accounts with supplementary payments. They are obtained for a period of not less than a year and the interest is paid out at a rate of 3 percent annually. These differ from traditional deposit accounts by the fact that in the new type additional deposits will be made, each of which must be no less than 100 rubles. There will be no partial payments; the depositor receives the entire sum. He does have the right, however, to receive portions added to the balance based on amounts that have remained in the account for no less than a year.

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